

HERE'S the POINT!

By SPENCE HELD

Deck the Halls with sprigs of holly—

My favorite school teacher and I were licking stamps and sticking them on Christmas cards the other night when she stopped suddenly and pointed to my pile. "How many have you done?" she asked.

I counted them and told her. "Well," she said, "I'm doing three to your one."

(That's probably a fair example of the relative efficiency of men and women in licking stamps—and maybe in sorting nuts and bolts. Or pounding sand down a rat-hole.)

"It came upon a midnight clear"—words from the old carol—flashed through my mind Monday night as I gazed across the bay at the magnificent panorama of lights on the eastern horizon. And the full moon, almost unbelievably bright, completed the dazzling pre-Christmas display.

Point Loma blazed with colored lights this week. Hundreds, perhaps thousands of homes have trees in the window and strings of lights out front.

The 1000 block of Santa Barbara St., between Tarento Dr. and Catalina Blvd., is one of the most brilliant segments of holiday illumination.

The outdoor Nativity scene at the home of Mr. and Mrs. George A. Tasch, 1540 Chatsworth Blvd., again is a major local attraction.

Why do they put so much work into this display each year? "Because," said Tasch, "we want to bring to the public the real story of Christmas, which often is lost sight of these days. The Nativity scene teaches the greatest lesson in humility ever presented to mankind. There in the manger is the child, Jesus, the Son of God—the King of Kings is the way the angel described Him. But this King has no mansion, not even an ordinary residence."

"He has a stable—the abode of animals—for a birthplace. Swaddling clothes and a bed of straw. No corps of doctors and nurses, but only Mary and Joseph. "And yet He is a King. Did not the Star of the East appear to the three wise men in far-off lands, kings in their own right, and did not the voice announce to them the birth of a greater King? So they made the long journey, bearing their precious gifts to render Him homage. "What a lesson in humility!"

Sometimes, according to Mr. and Mrs. Tasch, a viewer rings the doorbell and says, "We just want to say thanks." That is their real reward.

Mrs. Wilhoit Dies

Mrs. Jennie Wilhoit, long-time resident of Ocean Beach, died Sunday at Las Vegas, Nev., where she had resided the past few months. She lived on Osprey St. here during recent years.

Mrs. Wilhoit, who would have been 99 years old April 1, 1957, was the mother of Dr. John W. Wilhoit, Ocean Beach physician.

Other survivors are a daughter, Mrs. Della Marshall, of Las Vegas; eight grandchildren and 11 great-grandchildren. A son, Claude, and daughter, Lyda, are deceased.

Funeral services will be held Friday, Dec. 21 at 2 p.m. from the home of Jess Marshall, 321 N. Fourth St., Manhattan, Kan., and burial will be in that city. Friends are asked to contribute to cancer, heart or other charitable funds in her name, instead of sending flowers.

Dr. Wilhoit's office will be closed Friday afternoon.

SLOGAN CONTEST

Mrs. Joe Yesko, of 3507 Victory St., was last week's winner in the Peninsula News Booster Slogan Contest. Her winning slogan and details of the weekly contest are on Page 10.

Masons To Install Officers Saturday

John Edward Naylor will be installed as worshipful master of Point Loma Lodge 620 F & AM at the Masonic Temple, 1711 Sunset Cliffs Blvd., on Saturday, Dec. 22 at 8 p.m.

He will succeed Meredith W. Goldstein, who will be the installing officer for the evening.

Other new officers will be Steve Sulek, senior warden; Forrest Russell Powell, junior warden; Gordon Gilbert Webber, treasurer; Cecil John Rogers, P.M., secretary; Robert Harold Harwood, chaplain; Otis Noial Presley, senior deacon; Howard Southard Fisher, junior deacon; Earl Chester Kirby, marshal; Robert H. Holcomb, senior steward; John Henry Kerr, junior steward; Harold Kendall Anderson, tyler.

Charles T. Padgett, past master, will be the master of ceremonies. Lodge members, their families and friends are invited to attend.

Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway
No. 9—Thirty-seventh Year. Ocean Beach, San Diego 7, California Thursday, December 20, 1956 Phones: AC-3-3156 - AC-3-3157 Ten Cents a Copy TWELVE PAGES

READ BY MORE THAN

15,000

LOCAL FAMILIES
EVERY WEEK

By Carrier 4 weeks 25c

By Mail - - 1 year 5.50



NATIVITY—This is the outdoor Nativity scene at the home of George A. Tasch, 1540 Chatsworth Blvd., on Point Loma.—P.N. staff photo.



JACK & JILL—They're carrying their pail of water "up the hill" on the roof of the Darryl Johnson home at 1292 Santa Barbara St.—P.N. staff photo.

Thousands View Annual Yule Display At George Tasch Home On Point Loma

Sometimes a Christmas display preaches a sermon—as in the case of the outdoor Nativity scene at the home of Mr. and Mrs. George A. Tasch, 1540 Chatsworth Blvd.

This is the fourth year they have provided this attraction for the public. It has won prizes each year, including a national prize, and attracts people from throughout the city and county.

Tasch estimated that more than 10,000 persons viewed the display last year.

As in past years, the garage has been transformed into a stable, complete with straw floor and thatched roof. In the "stable" or grouped around it are

the 15 colored figurines, almost life-size, which tell the story of the birth of the child Jesus. On the roof is the angel singing His praises, and reaching high into the sky is the "Star of the East" attracting the attention of passersby as it blinks on and off.

The big living Christmas tree in the front yard sparkles with 100 colored lights. Dozens of floodlights and spotlights in varied colors are placed among the trees and shrubbery.

One spotlight picks up three choristers, two boys and a girl, standing under a palm tree with hymn books in their hands.

A record-player with its loud-speaker extension, furnishes the background music.

Kiddie Movies Open At Strand

The free Kiddie Movies sponsored by Ocean Beach merchants were shown Wednesday at the Strand Theatre in O.B. and will continue four more days—today, Friday, Saturday and Monday.

Three 2-hour shows are scheduled daily, at 10 a.m., 12 noon and 2 p.m.

Santa Claus will be in Ocean Beach daily during the four days, from 11 a.m. to 2 p.m., and from 4 to 7 p.m., through arrangements made by the O.B. Chamber of Commerce.

Children Invited To Yule Party Fri.

On Friday, Dec. 21, at 7:30 p.m. in the Moose Hall at 5019 Newport Ave., there will be a Christmas Party given under the joint sponsorship of the Loyal Order of Moose Lodge 1755 and the Women of the Moose Chapter 1095.

This will be a community party and will not be limited to children of Moose members. Santa Claus will be there with a bag of goodies for each child. A short program of carols, dances and a magician act will be presented. All children in the Ocean Beach area are cordially invited.

Play Set Sunday By Young People's Fellowship Here

The Young People's Fellowship of All Souls' Episcopal Church will present a play, "The Other Wise Man," at 7 p.m. Sunday, Dec. 23 in the parish hall. Donations to the performance will go for much-needed equipment for the youth programs.

There will be no Sunday School sessions on the 23rd or the 30th, but morning prayer will be conducted as usual at 9:30 and 11. The children's carol service will be held on Monday the 24th at 5 p.m., and there will be a traditional Christmas Eve service at 11:30 p.m. Communion will be celebrated on Christmas at 10 a.m.

Deep Sea Anglers Bag Big Ling Cod

Heaviest run of big ling cod of the winter season and a revival of activity on the albacore banks 45 to 50 miles southwest of Point Loma claimed the interest of deep sea anglers here this week. Bill Foole, skipper of the Polaris, prospected the albacore banks on a two-day trip last weekend, and hit the fish in good batches after working out four hours. Second day also proved productive, and led to the scheduling of twice-a-week junkets of two days, leaving the municipal sportfishing dock Tuesday and Friday nights.

Single boat catches of lings ranged as high as the 103 bagged by the Mascot III, most of them in the 18 to 20 pound class. Individual honors went to Clark W. (Johnny) Johnson, Long Beach, who took seven lings at one time, largest 20-12.

Mrs. Helen Worm, Ulysses, Kans., made a bit of sportfishing history on Offie Collins' Fisherette when she bagged six big red cod on a five-hook rig. One of the fish sucked in the bait and it went out through the gill, whereupon another cod grabbed the baited hook, to account for the extra fish.

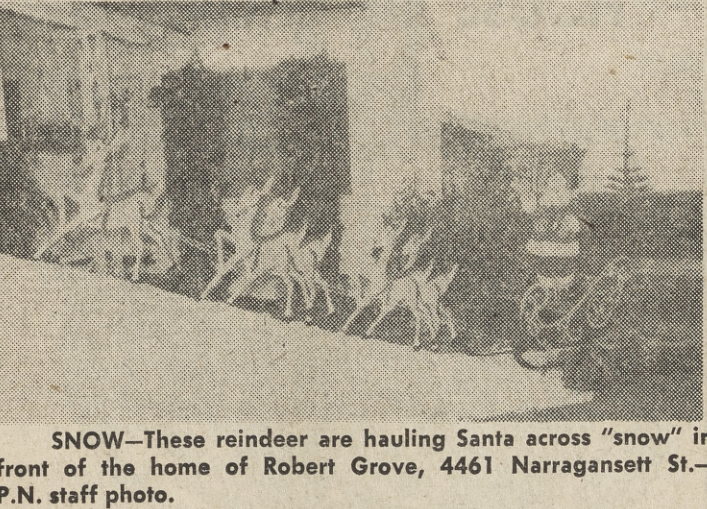
Among anglers from the Ocean Beach-Point Loma area who fared extremely well on big fish were: Gavin Riley, B. W. Scott, Major Harry Halladay and C. W. Russell.



REINDEER—Santa's team gallops across the roof on the home of James P. Martikas Jr., 1014 Santa Barbara St.—P.N. staff photo.



SANTA CLAUS—He's holding a lighted lantern in front of the Allen Van Norman home at 3707 La Cresta Dr. The tree also is illuminated nightly.—P.N. staff photo.



SNOW—These reindeer are hauling Santa across "snow" in front of the home of Robert Grove, 4461 Narragansett St.—P.N. staff photo.



RUDOLPH—He's leading an animated tandem reindeer team across the roof of the home of H. P. Grebe, 3949 La Cresta Dr. His nose flashes red at night.—P. N. staff photo.

Community Carol Sing Scheduled At O.B. Christmas Tree Saturday

"Here's a chance for everybody to sing the old Christmas carols."

So said Mrs. Helen Ferguson, music chairman for the O.B. Woman's Club, this week in calling attention to the old-fashioned community carol sing which will be held at the foot of Newport Ave., Ocean Beach, this Saturday, Dec. 22 at 7 p.m.

Scene of the sing is the big beautiful Christmas tree there. It is sponsored by the O. B. Chamber of Commerce, assisted by the Woman's Club. Russ Wilson of the Blue Pacific Nursery

will install a manger and figurines near the tree.

The Bettina Mango Studio will furnish a group of youthful accordionists, it was reported.

Additional lights have been put up by the Chamber of Commerce on the nearby parking lot. Also, 200 copies of the old carols will be made available by the Chamber.

Singers will form in procession at the First Baptist Church here and then march down Newport, on the sidewalk, to the community tree. The Rev. Allen Newman, pastor of the church, will give a short Christmas message.

Don't Mix Alcohol And Gasoline -- You'll Live Longer

"Alcohol and gasoline are a deadly combination. Don't mix them if you want to keep on living."

That advice is offered by the San Diego County Traffic Safety Council as a part of its holiday safety campaign.

The drinking driver and his counterpart, the drinking walker, are among the targets of the Traffic Safety Council and the National Safety Council as 1956 comes to a close with traffic fatalities for the year alarmingly up over last year.

"Drinking drivers and walkers contribute to the high annual traffic accident toll," Ronald T. Strong, Traffic Safety Council president said. Records show that in 26 of every 100 fatal traffic accidents last year a driver or adult pedestrian had been drinking.

But at Christmas-time drinking drivers become a still greater problem, Strong pointed out. Last year they were involved in one-half of the fatal traffic accidents that occurred over the Christmas weekend.

Strong advised party-goers to leave their cars at home when they attend gatherings at which they will be drinking alcoholic beverages. He also warned against walking home after imbibing freely.

"A few drinks may make you the life of the party, but they can also make you the death of some innocent bystander," Strong said. "Play it safe. Call a taxi or ask some non-drinker to drive you home."

Yule Party Held By 20-30 Club

The Peninsula 20-30 Club had its annual Christmas party Monday night in the O. B. Community Center, with members' wives and children as guests. Single members brought neighborhood children, according to Oscar Knauer Jr., vice-president.

Movies were shown and the children received gifts from Santa Claus.

At a recent dinner meeting in the Marlin Inn, Burt Armstrong, district governor of 20-30 Clubs, was an honored guest. A new member, Richard L. Knauer, was initiated.

Cad Goes Fast

Carl Ackerman, realtor, had a classified ad in last week's Peninsula News offering for sale a '53 Cadillac Coupe de Ville.

Soon after the ad appeared he sold the car to a Point Loma man who spends three months here each year and nine months in the north. It was exactly what he was looking for.

If you have a car or anything else to sell, a classified ad in the Peninsula News is your best bet. People out here really read the classifieds.

Christmas Concert To Be Presented By Baptist Choirs

The annual Christmas concert by the choirs of Ocean Beach Baptist Church, Sunset Cliffs Blvd. and Santa Monica Ave., will be presented Sunday, Dec. 23 at 7:30 p.m.

Participating choirs include the Chancel Choir, Ladies Chorus, Vesper Choir, and Carol Choir.

Soloist for the evening will be William Knight, Mrs. Dorothy Luddy and Billy Hall.

The Christmas story will be read by the Rev. Allen Newman, pastor of the church. Music is under the direction of David Huffman.

The public is cordially invited to attend.

Resident Suggests Improvements In Sunset Cliffs Area

Editor: As I recall Sunset Cliffs about 1938, it was quite a tourist attraction and as such received inexpensive but adequate maintenance by the City. It was a clean, natural asset to the city.

About that time, under WPA projects, numerous cobble walks and stairways were built around the caves and archways, concrete benches were placed, and pipe railings installed.

The City then apparently adopted a policy of no maintenance, on the theory that it was best to ignore the cliffs and save the expense. The improvements were completely lost in a short time. Since then only a minimum of protective work has been done, to save the contiguous street.

Rock & Concrete

Rock and concrete waste have been dumped where the wave erosion has reached the edge of the street. Steel band guard rail and concrete curb were installed on the street curb line about two years ago. Stairways that end in thin air have been barricaded off.

However, the policy of discarding the cliffs as an attraction is not working too well. The numerous visitors find no trash cans for their beer bottles, and lunch litter blows over the entire neighborhood, now mostly built up with attractive residences. New erosion channels are continually starting in the flat parking areas, losing top soil and increasing the hazard to visitors in cars and on foot.

What to do about it? Even a quick inspection of the Cliffs shows a close resemblance to the La Jolla coast line. There are several small bays similar to La Jolla Cove. There is one point where a curved seawall would produce a swimming site almost identical with Casa Pool.

This seawall, if constructed, also would aid in protecting the street at one of the worst wave erosion locations.

Parking Area

There are points on each side of this cove having now at least two acres of flat parking area. There is even a tiny beach. Stairways down the cliff would be necessary.

One or two such bathing facilities would be very popular, and lifeguards stationed there (as at La Jolla) would be valuable for emergencies and for supervision of the entire Cliffs area.

The most feasible cliff edge protection would seem to be railings, and wire mesh fence at the worst locations. But where topsoil could be secured, a heavy hedge would look better.

This hazard has lessened somewhat recently since the housing project, overpopulated with small children, has been removed.

The ultimate improvement, with trees, lawns, restrooms and picnic areas, is obviously a long-range project but would be worth the cost.

WALTER BEUTHEL
4545 Alhambra St.

Rancho Market Installs Heating

Henry (Hank) Voss, manager of the Rancho Market Basket on Newport Ave., announced yesterday that a 250 BTU forced-air heating system has been installed for the comfort of shoppers.

The equipment was not available when the store was enlarged and remodeled recently.

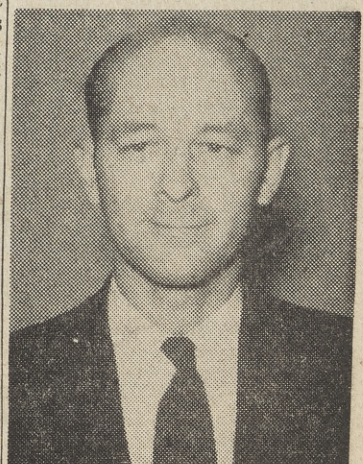
Westminster Presbyterian Church Choir To Present Christmas Music

The Westminster Presbyterian Church Choir will present a short informal program of Christmas music tonight (Thursday), Dec. 20 at 8 p.m. in the church, 3598 Talbot St.

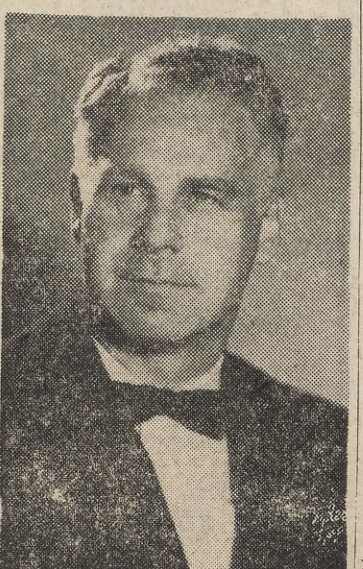
The choir will be "at home" on the stage when the Carolers enter to join the party.

Guests will participate in singing carols. William De Forrest Gay will play the Bach-Gounod "Ave Maria" on the violin, accompanied by Mrs. Gay on the piano.

The choir, directed by Eugene Holloway, will present "The Birthday of a King" by Neidlinger with Wayne Corbin as tenor soloist. Other anthems will be Vincent's "There Were Shepherds," and the Negro Christmas spiritual, "Go Tell It On The Mountain."



EUGENE HOLLOWAY



JOHN EDWARD NAYLOR

Navy Wives Club Yule Party Tonight

Santa Claus will attend the annual Christmas party for members of the Mary V. Beyer Navy Wives Club 96 and their families tonight (Thursday) from 7 to 9 at the Community Center, Independence Housing, 3355 Buckmaster Dr.

There will be gifts and refreshments for all, promise Mrs. Samuel Carter and Mrs. John Page, co-chairman for the party.

Mrs. Roy Ware and Mrs. Joseph Lyles will be in charge of the Christmas tree and other decorations.



HUB MISHLER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

Liquor Sale!

Vodka (4.00 Value) 2.98 fifth
Blue Line Gin (4.00 Value) 2.98 fifth
Kentucky Bourbon—7 yr. old 86.8 Pr., \$6 Val. 3.79 fifth
100 proof Govt. Bond (6.00 Value) 3.99 fifth
Imported Scotch (6.25 Value) 4.89 fifth
Chilled Champagne or Sparkling Burgundy (4.00 Value) 1.99 fifth
BOTTLE BARN AC-2-0023
2810 Lytton Street

PENINSULA PERSONALITIES

Frequent visitors from Seattle, Mr. and Mrs. Robert Van Gasken, have decided to make San Diego their permanent home. Their new address is in the 4000 block of Coronado Ave. The Van Gaskens have two sons, Byron, 13, and Dennis, 5.

Mr. and Mrs. A. G. Belikan, of Chicago, have bought a 3-unit apartment house in the 5000 block of Muir Ave. Mr. Belikan is a retired railroadman. Their daughter, Mrs. J. P. Pitts, lives in one of the units.

World travelers, Mr. and Mrs. George G. Nelson, of Warner, N. H., have chosen San Diego for their permanent home. Right now they are renting an apartment in the 5000 block of Brighton Ave. Their home in the East is a 100-year-old farmhouse. The Nelsons plan to sell that home and buy here. William Nelson, of 2237 Froude, is a nephew.

"San Diego is completely different from what it was 15 years ago," said Mr. and Mrs. C. A. Rice, former residents who have returned and have bought a home in the 900 block of Catalina Blvd. They came here from Phoenix, Ariz. Their daughter, Mrs. Kirk Abbey, lives at 1116 Savoy St.

From the Philippine Islands come Lt. Cmdr. (USN) and Mrs. H. J. Tison, who are at home now in the 4100 block of Tennyson St. They have two children, Philip, 8, and Mary, 3.

Another Chicago family who took a liking to San Diego, is that of Mr. and Mrs. A. Olson and

their children, Susan, 8, and Jennifer, 7. The Olsons have bought a home in the 1000 block of Cornish Dr. Mr. Olson is in the insurance business.

Mr. and Mrs. Dayle Landis have bought a home in the 3800 block of Talbot St. They are originally from Warren, Ohio.

From Salinas come Mr. and Mrs. Kenneth Kercher and their three children, Judy, 8; Paulette, 6, and Jay, 2. They have taken a home in the 4500 block of Point Loma Ave. The Kerchers came to San Diego on a vacation, fell in love with the town, went back home, sold everything and returned. Mr. Kercher is owner of a service station on Sunset Cliffs Blvd.

From Tacoma, Wash. come Mr. and Mrs. Walter Hasch and their two daughters, Janet, 16, and Judy, 13. They have bought a home in the 4400 block of Brighton Ave. Mr. Hasch is in the real estate business.

Annual Christmas Dance Set Dec. 22 By Cabrillo Club

More than 100 Portuguese Navy officers and enlisted men will be guests of Cabrillo Club 16 at the annual Christmas buffet and dance Saturday, Dec. 22 at 8 p.m., at the SES Hall, Point Loma.

Dr. Richard W. Luther will be guest speaker during the buffet hour. Mmes. Raul Fernandes and Manuel Joseph are in charge of the program.

The Christmas party for the children will be held from 1:30 to 3:30 in the afternoon. Santa Claus is scheduled to make an appearance at both parties. Mrs. Frank Perry is chairman for the afternoon party.

Arthur Sousa, 3603 Udal St., recently was elected president of the club. Other officers include: Ed Nunes, first vice-president; Victor Rosa, second vice-president; Leslie Perry, marshal; Ethel Pais, recording secretary; Aldina Brown, financial secretary and Anthony Mascarenhas, treasurer.

BRIDGE SCORES
Ocean Beach Community Center bridge scores for Dec. 12 were as follows: North-South High-Over-All — Alma Beach, Walter Gerber; 2—Mr. and Mrs. Philip Shunk; 3—Jewel Byrom, Floyd Bush, East-West—Emma Hegerle, Bernie Andrews; 2—Mr. and Mrs. James Oliver; 3—Stella Christy, Ivy Gerber.

PHARMACY
Mon. - Thurs. 10-1 & 2-6
Friday 10-1 & 2-4
Closed Sat. Sun. 10-2

**A SINCERE INTEREST IN
YOUR HEALTH**
PROFESSIONAL PHARMACY
OF OCEAN BEACH
Herman C. Curtis, Jr., Pharm.D.
1929 Cable AC-3-8169

Bruce Young Leads Discussion Forum

Bruce F. Young, 3220 Dumas, Point Loma, led a discussion forum of the San Diego Chapter of the National Association of Cost Accountants recently. Young was a member of the panel which held an all-day discussion on the topic, "A Re-examination of Cost Accounting Methods and Objectives."

Young is chief cost accountant of the Ryan Aeronautical Co., and is vice-president of the local NACA chapter.

He has been an officer in the chapter for the past five years and is justifiably proud of the part he has had in making the San Diego chapter a pace setter among the 140 chapters of the 40,000-member National Association of Cost Accountants.



BRUCE F. YOUNG

O.B. Woman's Club Enjoys Yule Party

By MARIAN KRETTLER

Last Thursday the Ocean Beach Woman's Club celebrated the Christmas season in fine style. Luncheon was a real dinner, turkey and all the fixings, with plenty of cranberries. This writer always turkeys her cranberries.

Seventy precious youngsters from the local school were shepherded by the principal, Miss Vesta Petersen, and under the direction of Mrs. Huckaby delighted everyone with the rendition of the beloved old carols. Very unusual for children so young, several of their numbers were sung in parts.

A scene from "A Christmas Carol" ensued. This was given in its entirety Tuesday at the school auditorium.

The business session was brief, calling attention to Dec. 20 when Mrs. Pandora Donovan, assistant supervisor of adult education, was to present several foreign-born citizens speaking of their reactions to our country.

Mrs. Martin Hunting, chairman of the garden department, will entertain her group Dec. 31 at her home, 4528 Bermuda Ave., at 1 p.m.

The usual gathering of the literary section will be at the clubhouse the second Thursday in the afternoon. The program is to be announced later.

Climax to the festivities came with the beautifully decorated tree and the two barrels of gifts for children that the members had provided.

By the way, so many such gifts have gone for sorting to the Salvation Army that volunteers for their assembly are urgently needed. If you have a bit of spare time during these busy weeks it could be profitably spent—any day—at Salvation Army headquarters.

This year, working in connection with the sponsors, Tank Battalion of the Marine Corps, something really started. From the exchange of personal gifts, something more dedicated developed, the interest of our underprivileged children.

Classified ads—they satisfy!

GLADYS BOWEN
Dance Studios
Private and Class
Ballroom Dancing
2195 Chatsworth
Boulevard
Phone AC-4-8400

O.B. Pen Women Have Yule Party

The Ocean Beach Branch of National League of American Pen Women met Dec. 18 in the home of the president, Mrs. Albert Munchiando, for their annual Christmas party which was preceded by a short business meeting, followed by Christmas carols and refreshments.

Members and guests brought original work in Christmas theme.

Prospective members present were Mrs. Robert Stivers and Mrs. Frank De Massa, writers; Mrs. A. G. De Groote, playwright; Mrs. Wm. Pearlman, musician, and Miss Diana Quint, composer. Honored guest was Wilma Kruger, national officer.

Classified ads—they satisfy!

When It Comes To Fine Jewelry COME TO

Wolf JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

Pacific Beach Court 104, Order of Amaranth, will have a Christmas party and gift exchange following the regular meeting Friday, Dec. 21, at 8 p.m. at the Masonic Temple, 1711 Sunset Cliffs Blvd.

A special program of music and dancing will take place while Santa distributes gifts. Leona Emmitt, royal matron, and Lyle Emmitt, royal patron, will preside.

A Christmas Wish
A wish to each and every friend... may the joys of the season never end... and Christmas spirit glow in your heart all the year.

Bill, Joe, Arthur and Roy
STRAND BARBER SHOP
4918½ Newport Ave. Ocean Beach

I'll be home
We're coming your way with a friendly wish for a very Happy Holiday.

GORDON'S DRESS SHOP
4992 Newport

OPEN WEEK DAYS 9 to 7
RUSS' Quality Meats
HOUSE OF CHOICE and PRIME BEEF

Christmas TURKEYS
Young Hen Turkeys
9 to 13 lb. avg.
lb. 49¢

Virginia Style **Sausage 39¢**
Pure Pork lb.

FRESH **Gr. Beef 29¢**
4 lbs. \$1 lb.

Thank You For Your Patronage
During the Last 6 Years
Merry Christmas and Happy New Year

CD Needs More Radio Amateurs

Assignment of radio amateurs to civil defense communication nets continued this week but the need is urgent for more volunteers.

Wes Lees, San Diego Civil Defense Communications Officer, stressed the need for more amateurs to man the vital area control centers and hospital nets.

The radio nets will be used in both natural and enemy-caused disasters and could be the only means of communication for vital

rescue and recovery services. Amateurs with either portable or fixed equipment are wanted, Lees said. He may be contacted at the City Office of Civil Defense, GL-4-0191.

TRY IT—YOU WILL
LIKE IT
MADLINE'S
DINING ROOM
AT THE MARLIN INN

Make this a Merrier Christmas GIVE A LIVING GIFT...

- POODLES
- DOGGIE STOCKINGS
- PET GIFTS

The finest aquariums & Tropical Fish and Turtles.

AQUARIUM GIFTS

Your Choice of
• Canaries
• Baby Talking Mynahs
• Parakeets

STELLA'S PET SHOP

Open Evenings Til 9
1868 BACON AC-2-7667

FOR THURS., FRIDAY AND SAT. **JR MARKET** 5004 NEWPORT AVE. OCEAN BEACH

OPEN WEEK DAYS 9 TO 8
CLOSED SUNDAY

CLOSED CHRISTMAS DAY
EFFECTIVE THURS., FRI., SAT., AND MON.

Cranberry **Sauce** Ocean Spray 2 for 39¢
303 cans

Ripe Olives 2 for 45¢
Hemet Medium, No. 1 cans...

MAYONNAISE 59¢
Bordens, Full quart

BISQUICK 39¢
40-oz. pkg.

Strawberries 21¢
Birdseye Frozen 10-oz. pkg.

PEAS 15¢
Pictsweet, Frozen 10-oz. pkg.

WHITE ROSE Potatoes 5 lbs. 19¢
Large No. 1

CELERY 5¢
Pascal lb.

DELICIOUS **APPLES** 2 lbs. 39¢
Extra Fancy, Wash.

SUGAR 5 lbs. 49¢

COFFEE 85¢
Smart & Final lb.

Joyous Christmas Wishes

Lots of holiday cheer to you and your family this Christmastime.

HE WANTS A LAWN MOWER FOR CHRISTMAS THIS YEAR...
You'll find just the garden tools he wants at your neighborhood Western Lumber Store... from power lawn mowers to rakes and hoes.

Shop Now For Christmas!

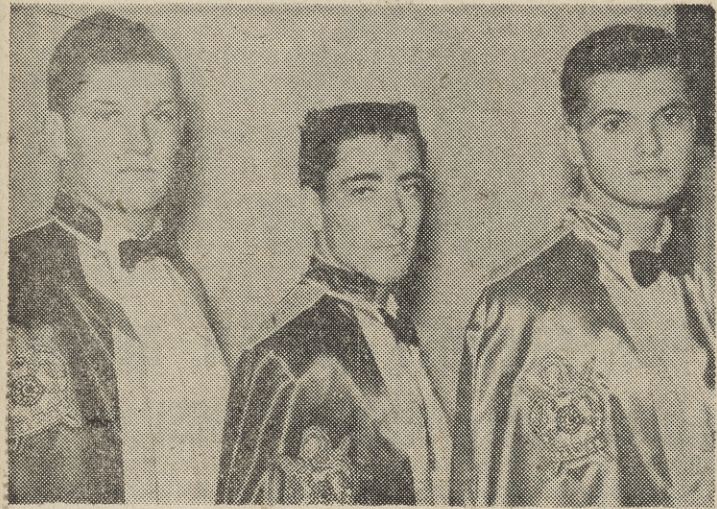
POINT LOMA LUMBER COMPANY
4795 N. HARBOR DRIVE
PHONE AC-3-7111
A WESTERN LUMBER STORE

Peace... Prosperity

May the great blessings and inspiration of the Christmas season remain with you throughout the New Year to fill each day with happiness for you and yours.

LLOYD GATES BILL LUCIDO GARLAND LONG AL SWANSON STAN BAKER MILLER GOLDEN RUTH FABER MIKE CARR HELEN MCNUTT

L. VAN STELLE REALTOR
2304 Sunset Cliffs Blvd.



INSTALLATION—Officers will be installed by Point Loma Chapter, Order of DeMolay, Dec. 29. Left to right are Richard Arnold, senior counselor; Allan Rascon, master counselor, and Fred Lipscomb, junior counselor.

Point Loma DeMolay To Install Officers Saturday, December 29

Allan B. Rascon, son of Mr. and Mrs. Jack A. Rascon, will be installed as master counselor of Point Loma Chapter, Order of DeMolay at its 20th semi-annual installation of officers on Saturday, Dec. 29.

Richard Arnold, son of Mr. and Mrs. Thomas N. Arnold, will be installed as senior counselor, and Fred Lipscomb, son of Mr. and Mrs. Willis L. Lipscomb, as junior counselor.

Other officers to be installed are: Ed Naylor, senior deacon; Bob

Dunne, junior deacon; Bob Ingram, senior steward; Bob Meler, junior steward; Richard Arnold, orator; Allen Fisher, scribe; Ray Ryland, treasurer; Douglas Helming, sentinel; John DePauli, chaplain; Ronald Gosewisch, marshal; Bill Ingram, standard bearer; Ed Thomas, almoner; Ray Stanford, organist, and Bob Fisher, parliamentarian.

Preceptors, 1st through 7th, will be installed as follows: Ronald Garrison, Louis Barnum, Mike Manning, Terry Luallin, Chris Swanson, Bill Kunkle and Harry Stovall.

Cub Pack 28

Cub Scouts of Pack 28 received gifts and candy from Santa Claus at the "Christmas" meeting Friday in Ocean Beach School auditorium.

Cubmaster James Walsh presented awards to the following Scouts: Ivar Azeris, James Walsh, Gary Casse, Eddie Biggs, David Wright, Tommy Backman, Ricky Backman, Gary Moore, Tommy Backman and Gary Vrooman.

Den 6 formed the welcoming committee for the meeting, while Den 5 was in charge of the flag ceremony.

Toys collected by the Cubs were received by a representative of the Marine Corps and Patti Thurman, "Miss Toys for Tots."

tive of the Marine Corps and Patti Thurman, "Miss Toys for Tots."

SIXTH CHURCH

of
CHRIST, SCIENTIST

2340 Chatsworth Blvd.
San Diego, Calif.

Sunday Services 11:00 a.m.
"un.lay" hool 9:30 & 11 a.m.
Wednesday 8 p.m.

Reading Room 12 noon to 4:30
except Sundays and Holidays.
You are welcome at the services and to use the reading room.

Beach Area's Only 100% Locally Owned Theatre

STRAND

4950 Newport — Ocean Beach — AC-2 \$150

TODAY THRU SUNDAY

JUDY HOLLIDAY — PAUL DOUGLAS in
"THE SOLID GOLD CADILLAC"

— also —

ROBERT WAGNER — TERRY MOORE in
"BETWEEN HEAVEN & HELL"

4 DAYS STARTING TUESDAY, DEC. 25

VICTOR MATURE in
"SHARKFIGHTERS"

— also —

TAB HUNTER — NATALIE WOOD in
"GIRL HE LEFT BEHIND"

FREE CHRISTMAS SHOWS

WED., THURS., FRI., SAT., AND MON.
DECEMBER 19, 20, 21, 22 and 24

3 COMPLETE SHOWS EACH DAY AT
10 A.M. — 12 NOON AND 2 P.M.

Sponsored by
THE MERCHANTS OF OCEAN BEACH

Here Kiddies can be stopping
while Mom does her Christmas Shopping.

HEALTH FOR ALL

"You know today's my birthday. I figure this is another present for me," the center said as he stood in line with the rest of the high school basketball team waiting for his chest X-ray. It didn't seem like such a good present when his family doctor called him in a week later. There was a shadow on the X-ray film. The doctor took more tests. Yes, it was tuberculosis.

The center felt pretty bitter about that birthday present for awhile. But as time went on he began to understand what the Doc said: "If you hadn't had that X-ray if we hadn't caught your TB when we did, it might have been too late. Too late for you and for some of the others who would have caught it from you."

That was just a year ago. The center will be out of the hospital in time to celebrate this birthday. He's making a special occasion of combining it with another birthday—the birthday of the tuberculosis-fighting Christmas Seal. He has learned that the Christmas Seals his family bought every year had a lot to do with getting him the X-ray that found his TB.

He's learned that medical research paid for by Christmas Seal funds had a lot to do with getting him well. He's learned that if he'd had TB 50 years ago—before the Christmas Seal was born—there wouldn't have been much hope for his recovery.

When the first Christmas Seal was sold in Wilmington, Del., on Dec. 6, 1957, the fight against TB was little more than a dream of a few doctors and others who believed TB could be defeated. Since then the Christmas Seal Sale has developed an effective nationwide campaign against tuberculosis.



Our Warmest
Personal Greetings
MR. & MRS. C. L. DERSCH

C. L. DERSCH
JEWELERS

4952 Newport Ave.

"The Biggest Little Jeweler
In Ocean Beach"



Santa Suggests

From ELM'S



MEN'S SUITS

The largest selection
we have ever
offered. The
fabrics... the
style. A gift
that will thrill
him for a long,
long time

39.98 to 85.00



SLIPPERS

FOR THE MAN

A most welcome gift.
A large Selection

GIFT WRAPPED

GIVE AN ELM'S

GIFT CERTIFICATE

Boy's Wear

SHIRTS — SLACKS
JACKETS — SWEATERS
SUITS — SPORT COATS

NEW STYLES IN

BOYS SHIRTS

1.95 to 3.95

LADIES SLIPPERS

Selection from our large
choice of Sluffs, Bare-
back and stretch slippers.
Novelty and fancy styles.

1.99 to 3.99

Also: HANDBAGS and HOSIERY



Free Gift Boxes!
Free Gift Wrapping!

OPEN EVERY

EVENING UNTIL

9 P.M.

Elm's

FOR HIM

Dress Shirts
Sport Shirts
Sweaters
Sport Coats
Jackets
Slacks
Denims
Pajamas
Robes
Ties
Socks
Jewelry and
Accessories

CHOOSE
FROM
THESE
MANY
FAMOUS
BRANDS

- Florsheim Shoes
- Stetson Hats
- Pendleton
- Evans
- Wembley
- Swank
- Pioneer
- Cooper
- Arrow
- Manhattan
- Interwoven
- Holeproof
- and
- Many
- More!

4985 NEWPORT

OCEAN

BEACH

RANCHO MARKET BASKET

4967 Newport Ave.

Ocean Beach



As you worship in the
Church of your choice, may
Christmas bring you the most precious
gift of all... peace and contentment. And may the
spirit of Him whose birth we celebrate abide with you now and
throughout the coming year. May all the true joys of Christmas be yours.



WILSON'S OR SWIFT'S PREMIUM
FULLY COOKED

HAMS

WHOLE
or
SHANK HALF.....lb. 59¢

VOWLE'S

Tom Turkeys lb. 43¢

VOWLE'S

Hen Turkeys lb. 45¢

Medium Size

Tangerines 2 lbs. 25¢

EGGS Large Grade A...doz. 49¢

Extra Fancy

Mixed Nuts lb. 39¢

Spiced
Peaches Hemet Brand 27¢
No. 2 1/2 can

CORN Niblets 15¢
12-oz. can

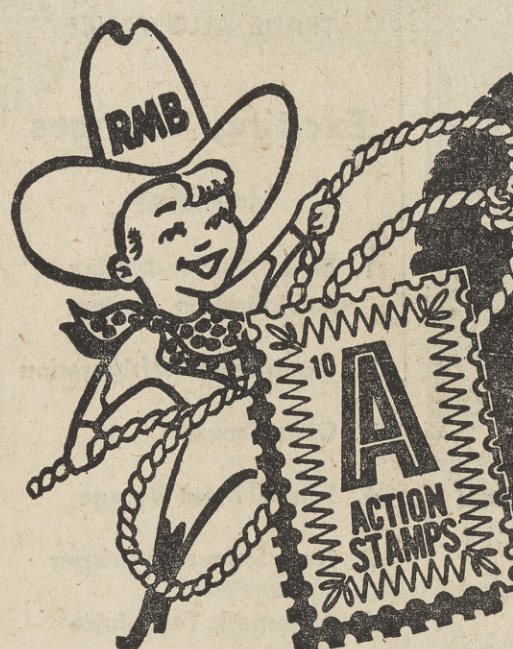
YAMS Red Velvet...lb. 8 1/2¢

Pumpkin Libby's 17¢
2 1/2 can

NOTICE: We are pleased to announce that we have just completed the installation of a new
Forced Air Heating System for the Shopping Comfort of our Customers.

CLOSED 6 P.M. CHRISTMAS EVE AND ALL DAY CHRISTMAS DAY

NOW OPEN SUNDAYS 10 a.m. to 6 p.m. — Daily 8 a.m. to 7 p.m.
Friday & Saturday, 8 a.m. to 8 p.m.



RANCHO
MARKET
BASKETS

WE GIVE ACTION STAMPS!

4967 NEWPORT AVE.

OCEAN BEACH

City Ordinance Prohibiting Illegal Rubbish Containers To Be Enforced

Enforcement of the Municipal Ordinance (No. 5249, New Series) prohibiting use of illegal rubbish containers, particularly cardboard boxes and cartons, will be enforced right after the first of the year, Leon Burton, Sanitation Division superintendent announced.

"Cardboard cartons are a litter menace," Burton said. "They lend themselves to overturning and dumping their contents right into the street. Children kick them on the way to school."

Presence of a meat or fish wrapper anywhere in the carton will attract neighborhood dogs

and cats to rummage through and upset the cartons. The wind blows the contents. They are perhaps the greatest source of litter on the city's streets today."

MacArthur Gorton, Jr., chairman of the Mayor's Anti-Litter Committee, announced that the committee wholeheartedly endorses the Sanitation Division's policy, and is conducting a campaign throughout the city to make householders aware of the need to eliminate cardboard boxes and cartons.

"Cardboard deteriorates with any moisture at all," Gorton said. "Use of a rubbish container that is prone to fall apart is the same thing as dumping the trash right into the street."

"Furthermore, cardboard containers are hardest to collect. The City of San Diego has 54 crews picking up trash daily. Each crew averages 575 stops per day. If they are delayed even 30 seconds at each stop, they've lost more than half the working day, and the taxpayers pay for higher collection costs."

Burton said the program will be delayed until after the Christmas season in recognition of the fact that most families have an added problem with gift boxes.

"Just put out the boxes, paper, Christmas trees as they are, and the Sanitation Division will collect them. It's our way of saying Merry Christmas," Burton said.

After Jan. 1, Sanitation crews will start to tag the worst offenders with a warning notice, and will not collect trash except in legal containers," Burton said. "Repeated use of cardboard boxes or cartons following a warning will result in a citation answerable in municipal court."

Legal containers are defined in the ordinance as being metal or waterproof fibre or wood, with a capacity of no more than 45 gallons, weight empty not to exceed 25 pounds, nor 80 pounds loaded. The interior must be smooth with no inside projections to interfere with their emptying. They should be cylinders or cone-shaped and in no case can their tops be narrower than the bottom.

Gorton urged every household to provide himself with a sufficient quantity of legal containers to meet his regular needs. "Stringent means are needed to combat the increasing litter and sanitation problem in our growing city," Gorton said, "and we must keep collection costs down in the interest of economical government."

CLASSIFIED

ADS

PAY

BIG

DIVIDENDS!

When It Comes To
Fine Watches
COME TO

Wolf JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

THE Season's
HEARTIEST
Wishes

We're coming your way with best wishes for a happy holiday and many thanks for your patronage.

LOWNES'
Department Store
4960 Newport
Ocean Beach

LOST OUR LEASE!



- FURTHER REDUCTIONS!!
- THOUSANDS OF GIFT ITEMS
- BUY NOW FOR CHRISTMAS

- Shoes and Clothing for the entire family at fantastic savings
- Selling out to the bare walls. Hurry for the best selections
- Entire shoe stock will be sold at below cost

BEEBE BROS.

3460 Midway Drive

San Diego

1956 Westinghouse

Save \$100.00



MODEL DBJ-132

Regular

549.95

NOW

449.95

LESS HUGE

TRADE ALLOWANCE

Exciting Changes
Inside!

1. New Cold-In-Motion Refrigeration System
2. Stoop Saver Refrigeration
3. Giant Freezer
4. Special Meat Storage
5. New Showcase Crisper
6. Automatic Twin Juice Fountain

PHONE
AC-3-1614

DAWSON'S
TELEVISION AND APPLIANCES

OPEN
EVENINGS
UNTIL
XMAS.

4940 NEWPORT AVENUE

OCEAN BEACH



MOTHERS!...Enjoy Shopping with our FRIENDLY OCEAN BEACH
MERCHANTS while your Kiddies enjoy FREE MOVIES!

FREE KIDDIE MOVIES

STRAND THEATRE

NEWPORT AVE.
OCEAN BEACH

DECEMBER 19-20-21-22-24

3 2-HOUR SHOWS DAILY 10 A.M.-12 NOON-2 P.M.



SEE JOLLY SANTA
IN PERSON!

Santa Claus will be in Ocean Beach to visit the kiddies daily from 11 to 2, and 4 to 7. Bring your friends to see the 30 foot silver tipped Christmas tree at the foot of Newport Avenue. Santa Claus and this tree are projects of the Ocean Beach Chamber of Commerce.

Starting Wednesday, December 19th, the Strand Theatre will be open daily except Sunday until Christmas. All children will be admitted free. Shows start at 10 a.m., 12 noon, and 4 p.m. Only children's movies will be presented. The Strand Theatre will accommodate 700 different children for each showing. Parents will be able to do their Christmas shopping while the children are enjoying themselves. These free shows are sponsored by the following civic minded business establishments and professional men.

Angell's Gift Shop
Arcade Beauty Salon
Art's Store for Men
B's Beauty Salon
Bailey's Western Auto
Bank of America
Bay Television
Bert's Liquors
Bob Horn Television
Burdine's Stationery
Cushway's Casuals
C. L. Dersch Jewelers
Dawson's Appliances
Elm's
Elizabeth Bowen
Glenmore's Bicycle Shop
Glen Jones Texaco Station
Gordon's Dress Shop

Greeson's Hardware
Hastings' Appliance Service
Home Appliance Company
Homer's Variety Store
J. R. Market
King's Restaurant
Korner Malt Shop
Kraft Drug Store
Loma Restaurant
Lownes' Department Store
Lor's Card Room
Marshall's Cleaners
Marc's Men's Wear
Mary Monroe Children's Shop
Mildred's Yardage
Mimi's Yarn Shop
Mode O' Day
Mom and Dad's Tavern
Myers & Stuart Mobilgas Service

Nedra's Gift Shop
Newport Candy and Magazine Shop
Newport Pastry Shop
Noel Furniture
Ocean Beach Bakery
Ocean Beach Laundromat
Ocean Beach Hardware
Ocean Beach Pharmacy
Ocean Beach Yardage
Pacific Shores
Paras Shop
Peninsula News
Ralph Zampana, Tailor
Rancho Market Basket
Raymond's House of Beauty
Russ' Quality Meats
Safeway Stores
Schoen's Hardware
S. H. Brouchier Jewelry

Smith & Son Jewelers
Strand Barber Shop
Stevenson Motors
The Cavern
Virgil's Market
Wahl's Department Store
Walker's Stationery
Webb's Canteen
Wood's Shoe Repair
Wolf Jewelers
Universal Boot Shop
Veda Moss Style Shop
Verna's Cafe
Villano's Pizza Palace
Wheatley's Foreign Car Service
Zita Akey, Realtor
Harold McCarthy, D.D.S.
Maurice J. Papier, D.S.C.
Drs. Gillian & Murphy

OCEAN BEACH STORES OPEN EVENINGS UNTIL CHRISTMAS





MULLING WITH MULLER

By Edna M. Muller

Want to make a hit next time friends are expected? Thoroughly mix 1 package green-pea soup mix, 1 pint sour cream, 1 cup cottage cheese, 1 table-spoon lemon juice, 1/2 teaspoon garlic salt, pinch of pepper, and 1/3 cup heavy cream. Chill well. Serve with potato chips. Terrific!

My ingenious neighbor found a way to keep the ironing cord out of her way while ironing. She fastened a cup hook to a nearby wall — looped a heavy rubber band on the hook — then passed the ironing cord through the rubber band. Works like a charm!

Motorists and pedestrians can reduce traffic accidents by their own actions. We proved this last December on "S-D Day" (Safe Driving Day, sponsored by the President's Committee for Traffic Safety). It's usually carelessness or down-right thoughtlessness that causes accidents in spite of the fact that the automotive industry is constantly striving for safer and saner driving equipment and conditions! Safety belts, foam-cushion instrument panels, power brakes, power steering, are only a few of the things they've developed during the past few years — and all for our safety!

Now another feature has been added — that spells s-a-f-e-t-y in a big way! Offered exclusively on the 1957 Buicks, it's a safety minder which automatically sets off a buzzer when a predetermined speed is reached! For example, if you're driving on the open road and the speed limit is 60 miles per hour, you set the safety minder at that figure. As soon as you reach 60, the buzzer sounds to warn you that you've reached the maximum speed — and the buzzing continues until the speed has been reduced! The same procedure is followed for city traffic. The safety minder can be set at any speed desired merely by turning a knob on the instrument panel.

Safety has been the business of the automobile world for years — let's make it our business too!

BACK THE ATTACK on Traffic Accidents

"So you want one for the road? I can't think of a better place for it."

NATIONAL SAFETY COUNCIL

When It Comes To Fine Diamonds COME TO

JEWELERS

CREDIT

4822 NEWPORT AVE. AC-3-1840 Ocean Beach

It's time to say Merry Christmas and to thank you for your continued patronage.

B & S Auto Parts
4920 Voltaire

FERGUSON'S "Superette"

3430 Midway Drive



Make it special... it's for

CHRISTMAS DINNER

Redeem S.N. Green Stamps for DISTINGUISHED MERCHANDISE for Yourself, Family, Home and Friends

PUFFIN
Pie Crust Mix 2 for 35c

Libby's Beef Pies 5 for \$1

Purity Ice Cream Assorted 1/2 flavors gal. 69c

KOPPER KETTLE PRESERVES Apricot, Boysenberry, Peaches..... 20-oz. 3 for \$1

ORANGES 5 lb. bag 19c

ICED CARROTS 2 bunches 9c

EGGS SMALL AA doz 39c

JUST IN TIME FOR CHRISTMAS

Men's **LESS SOX**
Nylon Stretch
pr. 69c

Men's **Handkerchiefs**
Pkg. of 5
69c

MORSE SEWING MACHINE WINNERS

LUADA M. HALL
81 Center St., Chula Vista
MRS. TERESSA DARR
2227 Monroe St., San Diego
BETTY DAVIS
3455 Convair St., San Diego

Midway Superette
SPECIALS
Thurs., Fri., Sat.



U. S. D. A. Grade A
HEN TURKEYS 43c
Oven Ready. 8 to 12 pound average..... lb.

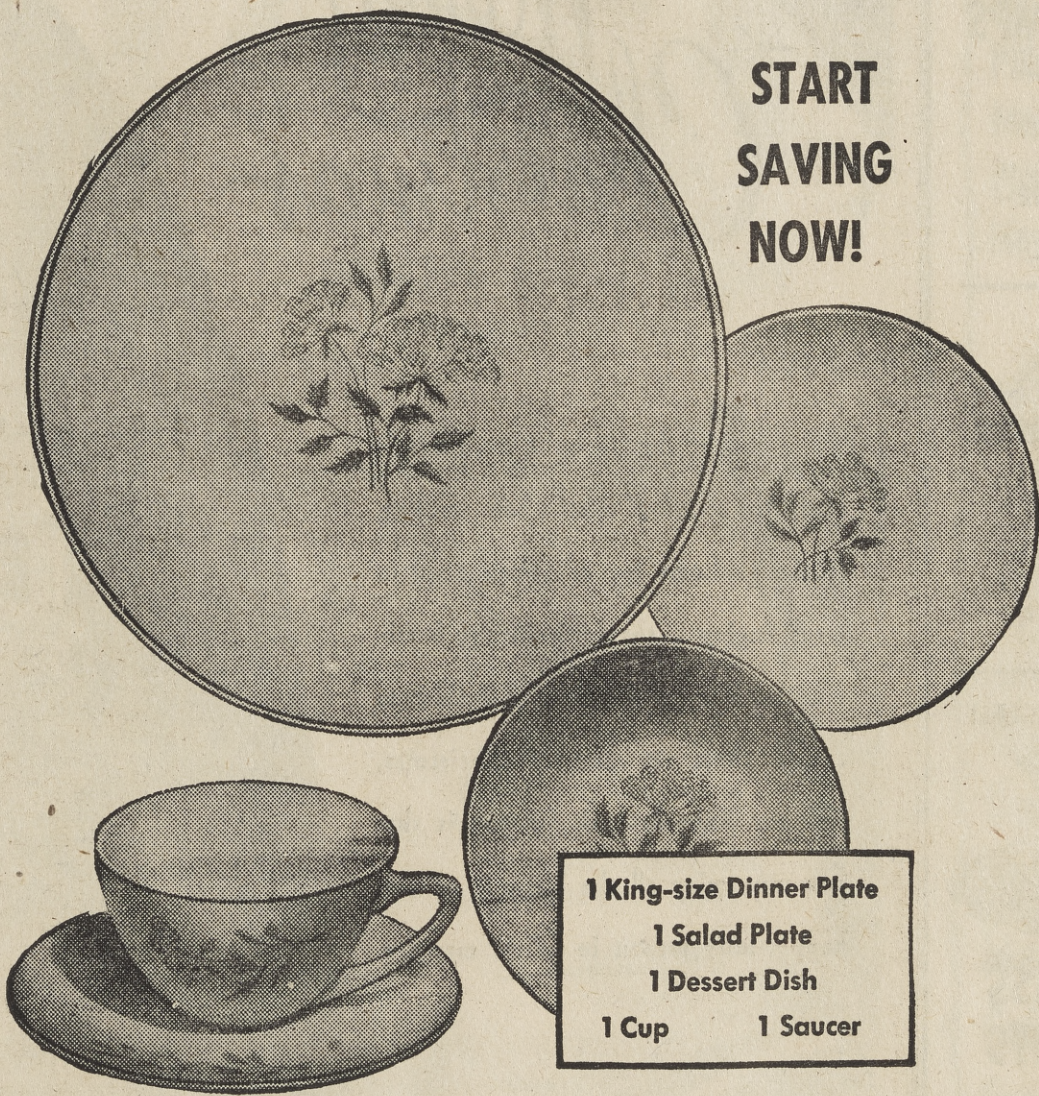
HAMS Hickory Smoked 49c Whole or 59c
Shank Endlb. Butt Half.....lb.

SLICED BACON 59c
Hormel Dairy Brandlb.

Once-in-a-lifetime opportunity!

Fine Semi-Vitreous China

START SAVING NOW!

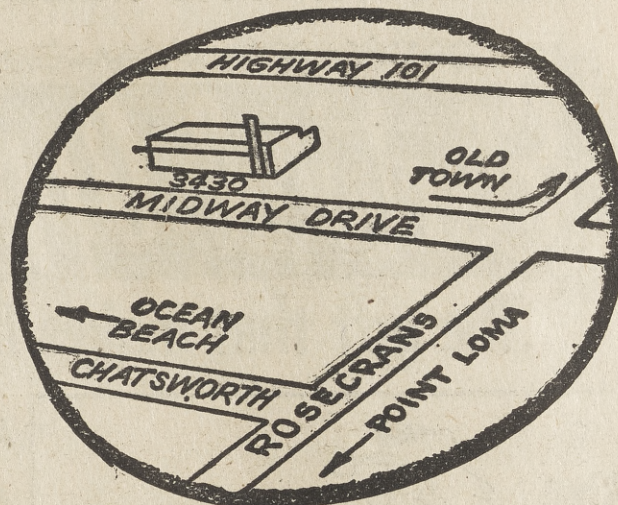


1 King-size Dinner Plate
1 Salad Plate
1 Dessert Dish
1 Cup 1 Saucer

THIS 5-PIECE PLACE SETTING... 1.98

WITH 5.00 IN CASH REGISTER RECEIPTS

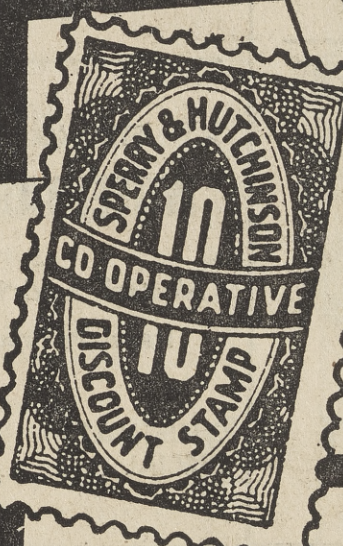
HOW TO GET THERE



FERGUSON'S

WE GIVE

3430 Midway Drive



"S.N." GREEN STAMPS

SINCE 1938 . . . SERVING YOU THE FINEST FOODS

Methodist Church Nativity Scene

A "live" Nativity scene will be presented at the Point Loma Methodist Church, 1984 Sunset Cliffs Blvd., each evening from 7 to 9 p.m., beginning today (Thursday) and continuing through Christmas Eve. It was announced.

Carol singing will be enjoyed at the manger during two half-hour periods each evening—at 7 and 8:30 p.m.

In the stable built in the courtyard will be a sheep, cow, calf and burro, as well as persons representing Mary, Joseph and shepherds.

Juniors who will take part include Sharon Austin, Nadine Guyer, Joe Ellen Winkles, Dennis

Squires, Donald Stansford, Marjorie Perine and Vickie Lower. Seniors are Judy Ramsey, Lynn Noble, Joan Love, Harry Stovall, Robert Atwood, Pete and Chris Dow, and Phyllis Bement.

One oil refining terminal receives about 180,000 barrels of crude oil every day, according to the National Automobile Club. If these barrels were lined up side by side the row would be 68 miles long.

Sports fishermen caught nearly one-half million salmon in Washington State last year, reports the National Automobile Club.

WHO'S NEW ON POINT LOMA

"We couldn't forget San Diego's beautiful climate," said Mr. and Mrs. C. W. Peterson, of Bridgeport, Conn., who visited Mrs. Peterson's sister, Mrs. George Carlson, here last Christmas. "Se we moved the first chance we got."

The Petersons have bought a home in the 3800 block of John St. Mr. Peterson works for an aircraft company.

Mr. and Mrs. Joseph Pigott, of 2918 Dickens, have moved into their own home in the 4000 block

of Alicia Dr. They have two children, Joseph, Jr., 6, and Kevin, 4.

Mr. and Mrs. Roy Gurley have bought a home in the 1900 block of Catalina Blvd. Their former home was in Montana. Mr. Gurley is a retired electrical engineer.

From Calgary, Canada come Mr. and Mrs. Frank Bockman, newlyweds, who are making their home in the 3900 block of Milan St. Mrs. Bockman is a retired

Navy lieutenant. They have just returned from a month's honeymoon to Louisiana where they visited Mrs. Bockman's parents.

Mr. and Mrs. Charles Clark, 4676 Newport Ave., have moved to their new home in the 3800 block of Coronado Ave. Mr. Clark is a retired supervisor of a local packing company. They lived on Newport for 21 years.

Another local move is that of Mr. and Mrs. Robert Pastore, of 4684 W. Point Loma Blvd., to their own home in the 600 block of Catalina Blvd. They will celebrate their first wedding anniversary in January. Mrs. Pastore is originally from Los Angeles.

After living 8 years in Ocean Beach, Mr. and Mrs. Robert Masters have bought a home in the 900 block of Catalina Blvd. Their former address was 4444 Del Monte Ave. They have two sons, Jerry, 16 and Bob, 15.

Mr. and Mrs. Daniel E. Gies have bought a home in the 4400 block of Osprey St. Their daughter, Shirley Jean Hagins, is a student at State College. Mr. Gies is a radio supervisor for KFMB. They moved to the Peninsula area from East San Diego.

Approach all intersections with caution, advises the National Automobile Club.

Cabrillo School

In lieu of exchanging gifts at school, the Cabrillo School students have donated books to the children of Neighborhood House, Miss Grace E. Finley, principal, announced. Also in celebration of the season, the lower grade children presented a Christmas program Tuesday afternoon in the school auditorium.

Miss Finley entertained the faculty at a tea last Sunday afternoon in her festively decorated home overlooking the bay.

Christmas travelers on the staff are Miss Mary Pat Loisel, who is flying to Wisconsin; Miss Deborah Haven, who will visit her parents in Chatfield, Minn.; LeRoy Atkins and C. Robert Calhoun, who with their families, will drive to Kansas City and Michigan; Mrs. Anna Fristrom and her husband, who will spend

the holidays skiing in Yosemite, and Mrs. Emily Hobbs, who will visit her son in San Francisco.

Miss Wanda Neely will entertain her parents, Mr. and Mrs. Linton Neely of Fremont, Ohio, due to arrive Dec. 20 for a month. Lawrence Shaw will spend the holidays in Naval Reserve training.

When It Comes To Fine Repair Service COME TO

JEWELERS
CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach



GREETINGS

As we celebrate the day of His birth, may its inspiration bring you the peace and love He wished for the world... may all the blessings of Christmas dwell in your home and your heart always.

Herman and Hazel Hodges



4824
Newport Ave.
Ocean
Beach

PINATA PARTY

FOR CHILDREN

Pinata for ages 2-4 years
Pinata for ages 5-7 years

LA PLAZA SHOPPING CENTER

On Bacon Street
Between Newport and Niagara

Friday, Dec. 21st -- 3:00 p.m.

— Sponsored by —

Nati's Mexican Imports J. K. Hill Company
Regal Cleaners Vern's Imports
Consuelo's Mexican Restaurant

Happy
Holiday



To our "family" of cherished friends, we wish the joys of a good old-fashioned Christmas. And along with our greetings, we'd like to send our sincere thanks for the opportunity of serving all our patrons.

BACON STREET FURNITURE
1884 BACON STREET

JOLLY GOOD Wishes



May these Holidays be your merriest ever.

OCEAN BEACH

PAINT, HARDWARE & GLASS

1926 Bacon

ACademy 3-3083

Zeke's Farmhouse

5001 NEWPORT AVENUE



PERSONALLY
SELECTED
TURKEYS

Flash Frozen for 16
Hours to Guarantee
Fresh Delivery and
Tenderness.

MA ZEKE SAYS:

Be sure and have a Merry Christmas and order a perfect selected Turkey Bird from her like we always have.

BROAD BREAST HEN TURKEYS 8 to 14 lbs.
BROAD BREAST TOM TURKEYS 18 to 28 lbs.
BELTSVILLE 5 to 7 lbs.
GENUINE CAPONET ROASTERS 5 lb. average
ALSO DUCKS, GESE AND CORNISH HENS
COME IN OR PHONE IN NOW SO THAT
YOU CAN GET THE SIZE YOU WANT.



Just a friendly greeting to wish you and yours all the joys of a Merry Christmas and a New Year full of healthy and happy days.

Management and Employees
— of —

KRAFT DRUG, Inc.

Newport Avenue at Bacon St.

Ocean Beach

CHRISTMAS SAVINGS WHERE SATISFACTION IS GUARANTEED!

Electrical Appliances

...The gift that makes life brighter!



S&H
STAMPS

AUTOMATIC APPLIANCES by...

☆ Sunbeam ☆ Dormeyer
☆ General Electric ☆ Toastermaster
☆ and the REVOLUTIONIZING NEW PRESTO LINE—
featuring the PRESTO CONTROL MASTER.

Christmas Tree LIGHTS

American made Bulbs

1.67

Regina Electric Floor Polisher and Scrubber

for wood, linoleum, tile—every surface. Twin brushes polish into corners, glide around furniture—without effort.

Reg. 66.00 59.95

STRONG STURDY WHEELBARROWS

All steel - holds full 4 cu. ft.
Heavy Pneumatic Tires

CHRISTMAS SPECIAL 10.95

CHRISTMAS SPECIAL!

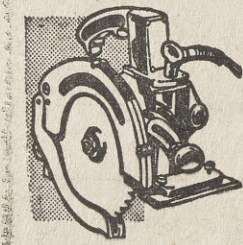


MILK GLASS PUNCH SETS
7.95



Wen Power Saw cuts plaster, wood, electrical conduit and heavy lumber. Does work of rip, jig or band saw. Lightweight, easy, safe. \$29.95

Black & Decker 1/4" Drill 18.95



Black and Decker 6 1/2" 3/4 H.P. Power Saw 69.95



THOR DRILL KIT 29.95

Hundreds of GIFTS and GIFT GADGETS to numerous to mention from 1.00 to 5.95

GREESON'S HARDWARE

5017 Newport Ave.

Ocean Beach

AC-3-7572

REMEMBER... Expert advice and FREE Estimates on interior and exterior Painting, Screen, Glass repairs and installations.

Merry Christmas

The shining light in children's eyes...the sound of church bells chiming...the gladsome joy of voices raised in carol singing...the spirit-lifting, heart-warming story of the Babe of Bethlehem...all these are part of Christmas, and our Yuletide wish for you is that you may enjoy all the blessings of this happy, holy season in fullest measure.



BLUE PACIFIC NURSERY

4850 NEWPORT AVE.

OCEAN BEACH

AC-2-1151

Christmas Safety Recommendations Made By San Diego Fire Department

1. Don't make Christmas or other holiday costumes out of crepe paper or other flimsy or highly flammable material. Many Christmas tragedies are caused by accidental ignition of clothing.
2. Exercise care in purchasing flammable toys, especially for small children. Nitro cellulose plastic toys that easily ignite have appeared on the market in past years and may again do so.
3. Don't purchase a larger Christmas tree than is actually needed. A Christmas tree is essentially fuel, and excessive fuel in any location is dangerous. Trees processed with flame-retardant chemical are less hazardous, and are therefore required by law to be placed in stores, hotels, schools, churches, and all other places of public assembly.
4. Check the tree for freshness before purchasing it. Select a tree whose twigs and branches bend without breaking, and whose needles do not fall when the branches are shaken.
5. Store the tree in a cool place, with trunk placed in a bucket of water, until decorating time. Heat and humid conditions inside the home tend to dry out trees and daily make them more flammable.
6. To prepare the tree for placement indoors, freshly cut the trunk at a 45 degree angle and stand the tree in water or damp sand. This retards the drying-out process of the tree.
7. Securely wire or brace the tree in position and place it as far from a source of heat as possible. Be certain the tree, when so placed does not block a stairway or exit doors. Do not obstruct a path of escape in case a fire does occur.
8. If possible, use only non-combustible tree decorations. In case where combustible decorations are absolutely necessary, be certain they have been effectively treated to make them fire-resistant.
9. All electric wiring and fixtures for trees and other Christmas displays should carry the Underwriters Label (UL) of approval. Make certain all frayed wires and damaged sockets are discarded. Defective electrical wiring is one of the principal causes of Christmas fires.
10. Provide a control switch between the source of electricity and the Christmas display or tree lights. This promotes greater fire safety by making it convenient to turn light off at night or whenever the home is unoccupied.
11. Keep electricity operated toys from beneath Christmas trees. Defective electrical equipment generates heat rapidly and of sufficient temperature to ignite most combustibles.
12. Take wrappings from opened gifts outdoors as quickly as possible and store them properly for regular rubbish collection. Such material is highly combustible and should not remain indoors.
13. If rayon flocking is used for decorative purposes it should be applied only to a tree which has previously been treated with an approved flame-retardant chemical. Flocking adds to the tree hazard.
14. Discard trees as soon as possible after Christmas by placing them out "as is" for collection by the City Sanitation Department. Discarded Christmas trees are a serious fire menace to property and to children playing



GREETINGS

For your valued patronage, many thanks! And may you reap a rich harvest of happiness for the holidays.

Homer, Lee, Curtis, and The Girls

HOMER'S VARIETY STORE
4871 Newport Ave. Ocean Beach

Season's Greetings

May a full measure of holiday joy and good will be yours in this happiest of seasons. And may it last throughout the year.

Mary Monroe
Children's Wear
4996 Newport Ave.

SEASON'S GREETINGS

Our sincere good wishes to you on this happy holiday.

Art and Pauline Magirl
OCEAN BEACH PAINT POT
1774 Sunset Cliffs Blvd. Ocean Beach



GREETINGS

Our sincere thanks to all our good friends for their continued patronage. May you all enjoy a very merry holiday season and a very happy New Year.

CUSHWAY'S CASUALS

4841 Newport AC-2-1678

Greetings

Many thanks for giving us the opportunity to serve you in 1956. Hope we continue to be so favored in 1957. Happy holidays!

We will be closed Dec. 24th and Dec. 31st

CORD'S PAINT STORE

1916 Cable AC-3-9635

To wish You Christmas Joy

WELCH'S MUSIC STORE

Near Point Loma High
3667 Voltaire AC-3-6777

Joyous CHRISTMAS

May happiness and contentment be yours at Christmas and abide with you through all the days and years ahead.

BURDINE'S
4934 Newport

LUCERNE EGG NOG
Mixed and Ready for Entertaining Quart.
59¢

THE PERFECT CHRISTMAS GIFT
Volumes 1 through 30, Home Illustrated Encyclopedia Set are now available. Here is a Christmas gift that will keep on giving throughout the year. Imagine, this fine Encyclopedia set for less than \$20!
99¢

Armour's CANNED HAM
Quick to prepare—No waste
9 1/2 lb. can **6.95**

SAFeway STORES WILL BE CLOSED CHRISTMAS DAY DECEMBER 25
Our Stores will close at 6 p.m. December 24 so that our employees may spend Christmas Eve with their families.

CHRISTMAS COMES TO SAFEWAY... to help you get set for the happiest holidays ever!

You want the finest turkey available for your Christmas Feast... a Safeway turkey. Guaranteed to roast tender golden brown.

TURKEY

Oven Ready Young Turkeys
HENS 43¢
USDA Government Inspected and Graded "A" 9 to 15 lbs. average

USDA Government Inspected and Graded "A"
TOM TURKEYS
Oven Ready Young Turkeys Sizes 17 to 22-lb. Average
AVAILABLE AT COMPETITIVE PRICES

Midget Turkeys 5 to 8 lb., Beltsville Midgets.....lb.	49¢	Every Turkey At Safeway Is U.S. Inspected and U.S. Graded "A"	
Fresh Oysters Western Oysters 12-oz. jar Fine for Dressing.....jar	49¢		
Pork Sausage Cudahy's Hot or Regular Sausage.....1-lb. roll	39¢	ALSO AVAILABLE AT YOUR SAFEWAY Geese—Long Island Ducklings Roasting Chickens Stuffed Turkeys	
Thick Sliced Bacon Cudahy's treat for Christmas Breakfast.....2 lb. pkg	98¢		

Party Luncheon Meats		Holiday Special Values	
Rath's Party Salami 4-oz. pkg.	35¢	Large AA Eggs Cream O Crop. Strictly Fresh ranch eggs.....dozen	49¢
Capri Dry Salami 3-oz. pkg.	33¢	Cranberry Sauce Ocean Spray 300 Strained or Whole.....can	19¢
Fresh Liver Sausage.....lb.	49¢	Fruit Cocktail Hostess Delight.....No. 2 1/2 can	33¢
Smoked Braunschweiger.....lb.	69¢	Gulf Oysters Sea Trader.....8-oz. can	39¢
Feinberg Corned Beef 4-oz. pkg.	59¢	Cubbison's Dressing Prepared Dressing.....16-oz. pkg.	49¢
Feinberg Pastrami 4-oz. pkg.	59¢	Mixed Nuts Sugar Ripe.....1-lb. pkg.	49¢
Don't Forget		Strawberry Preserves Imperial.....2-lb. jar	59¢
Shortening Royal Satin 3-lb. can 34¢	92¢	Velveeta Loaf Cheese.....2-lb. pkg.	79¢
Pillsbury Flour Paper Bag.....5-lb. bag	56¢	Loaf Cheese Breeze Loaf Cheese Food.....2-lb. pkg.	77¢
Margarine Coldbrook.....1-lb. can	20¢		
Pitted Olives Ebony Large.....No. 1 can	34¢		
Mayonnaise Best Foods quart 65¢	39¢		

Holiday Produce Buys	
Navel Oranges 35 lb carton...\$3.15 Jumbo Navels.....lb. 15¢ 34 lb. carton...\$4.85	Fancy Top Grade Medium Size lb. 10¢
Jumbo Avocados.....each	25¢
Rome Apples Large Rome Beauties (Small size, 5 lbs. 38¢).....lb.	10¢
Yams Top grade, Red Velvets and Porto Rican Yams.....lb.	10¢
Brussel Sprouts New Fall Crop.....lb.	12¢
Marble Head Squash Excellent Baking Squash.....lb.	6¢
Golden Ripe Bananas Fancy Central American.....lb.	12 1/2¢
Fresh Dates 2 1/2 lb. shipping package.....	65¢

Mince Meat Name Such 9-oz. jar 56¢	28¢
Hills Bros. Coffee All Grinds, 2-lb. can \$2.13	1.07
Hamm's Beer six pack 6 12-oz. cans	\$1.20
Ice Cream Trees New, delicious pkg. 4 treat.....trees	69¢
Sweet Potatoes Red Bird.....No. 2 1/2 cans	29¢
Pie Crust Mix Pillsbury.....9-oz. pkg.	19¢
Bisquick 12 in 1 mix 40-oz. 20-oz. pkg. 26¢	45¢
Fruit Mix Radiant.....16-oz. pkg.	49¢

Safeway "Red Flyer" WAGON

Full Size All steel body. At All Safeway Stores.

\$8.95

SHOP YOUR LOCAL SAFEWAY LOCATED AT 4950 Newport Ave., Ocean Beach 2850 Midway Drive 3810 Carleton St. Point Loma



These prices effective in all Safeway Stores in San Diego County Thursday, December 20 thru Monday, December 24. Limit rights reserved.

Convair Manager To Speak At State

B. F. Cogan, general manager of Convair, will address the San Diego State student body on job opportunities Jan. 10 in the main quad of the college as a part of the Seventh Annual Placement Week, Jan. 7-11, President Malcolm A. Love announced. Cogan will be introduced by President Love, and "Who's Who" awards will be presented to students. Handbills will be passed out during the program listing firms hiring San Diego State graduates.

BEST OF GOOD WISHES



Here's a wish for you: good cheer

in abundance in this most festive holiday season.

Bill No. 1, Bill No. 2, Donnie and Jake

VICTORY LIQUOR

1775 Sunset Cliffs

Ocean Beach

FAMILY Barber Shop
4937 Newport Ave.
RAY, HUGH, KEITH and CONNIE

Loads of thanks to our many good friends for your loyal patronage throughout the year. May you all enjoy a very happy Holiday Season and a New Year filled with 365 days of health, happiness and good fellowship.

DINING ROOM
Open Daily 11:30 a.m.
COCKTAIL LOUNGE
Open Daily 6:30 a.m. to 2 a.m.
BANQUET ROOM
Call AC-3-3313 for Reservations

VILLANO'S PIZZA PALACE

1956 Bacon Street at Santa Monica Ocean Beach

WASHINGTON AND "SMALL BUSINESS"

By C. WILSON HARDER

During the Great Depression the British government, to combat further economic disruption, promoted by the "Buy British" idea through which propaganda was carried all through the Empire imploring British subjects for their own welfare to buy only British made goods. It is considered to have helped to a substantial degree.

There are many who now wonder if a grass roots drive to sell American people on the principle of buying American would not be to nation's long range advantage.

It is doubtful that the internationalists in government would permit such a step to be taken by the United States government at present.

Probably the best evidence of this was the recent raising of the tariff rates on imported woolsens and wool worsteds. This action was taken to stop the death of the American textile industry, but as usual, it was a half measure in the opinion of mill operators who must compete with foreign goods.

It has now become that the label on merchandise "imported" means nothing. At one time some fine British woolsens were shipped into this country. But lately, all grades of British material is brought into the U. S. riding on the coattails of the reputation enjoyed a few years ago.

But the cheaper British material is not the only goods riding on the coattails of this reputation. Since the war, largely through American aid, the Japanese have also become big makers of woolen goods. Imports of woolen goods, limited by the National Federation of Independent Business.

tasting the British fabrics. The result is that today when a customer sees a garment labeled as made of imported woolsens, no one knows what it means.

The only sure way of getting top quality today is to buy woolsens made by the better American mills. Unfortunately the public is not too aware of this.

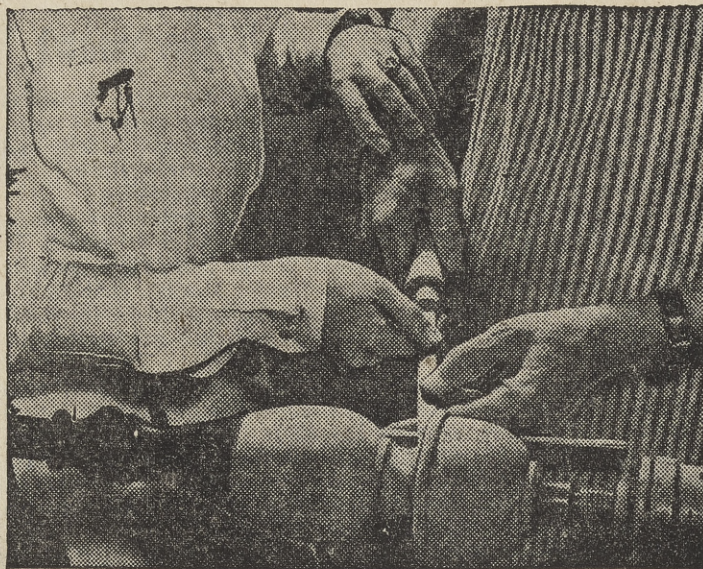
It is high time, many believe, for the nation to again show real old fashioned pride in American free enterprise. Fieldmen of the National Federation of Independent Business are finding a real response from the public to the urging of that organization to trade independent. There is every evidence at the grass roots that traditional American concepts are cherished; only Washington seems unaware of them.

A perfect example is found in the wool import situation. Besides U. S. textile mills, imports of cheap woolsens has been hurting American agriculture in the sheep growing industry. Sheepmen were protesting.

So the U. S. government made a deal with them. Out of the tariffs on wool imports, funds are being given by the government for the sheep industry to carry on a nationwide advertising campaign urging people to eat more lamb. Thus it is hoped that the campaign will be so successful that it will raise the price of lamb, thus making up to the grower what he loses on wool due to cheap imports.

In other words, what is given away to foreigners, it is hoped will be made up by the American consumer paying higher prices for lamb.

Thus, as witnessed many times in the past few years, government's first solution to any problem seems to rest on taking it out of the hide of the American.



A new hobby, even a means of livelihood, may be found by this TB patient while working at a medically prescribed project under the direction of an occupational therapist. Rehabilitation of TB patients is aided by the tuberculosis associations as part of the year-round Christmas Seal fight against TB.

Oft-repeated but sincere
Is our Christmas wish to you:
An abundance of good cheer
To last the whole year thru.

SMITH & SON JEWELERS
4831 Newport ACademy 3-0718

Classified Ads Bring Big Returns!!

Season's Greetings

Our sincere thanks and best wishes for a happy holiday to our friends and patrons.



SCHOEN'S HARDWARE

4827 Newport

ACademy 2-8091

To you, our friends and patrons, we extend every good wish for a happy holiday season, with our sincere thanks for the privilege of serving you over the year.

MORLIN'S TOT SHOP

1918 Cable

ACademy 3-3817

GREETINGS



To our "family" of cherished friends, we wish the joys of a good old-fashioned Christmas. And along with our greetings, we'd like to send our sincere thanks for the opportunity of serving all our patrons.

BOB HORN TELEVISION

The Peninsula Area's Largest Television Sales & Service
1865 SUNSET CLIFFS BLVD. OCEAN BEACH AC-3-7139

Treat your car engine to a tributor breaker points, change tune-up from time to time, ad- of lubricants, and cleaning or vises the National Automobile replacement of defective spark Club. Such a tune-up should in- plugs.
Classified ads—they satisfy!

Happy holiday wishes to you, our friends and customers, and sincere thanks for the pleasure of serving you. May your Yuletide be bright with all the season's joys.

OCEAN BEACH Pharmacy
4935 NEWPORT - OCEAN BEACH - AC-3-3139

World's Winter Racing Center! . . Floral Show Place!
Only Major Racing on Grass in West! . . Classic Stakes!

SANTA ANITA PARK

Arcadia • 14 miles from Downtown Los Angeles

20th RACING SEASON — 55 DAYS
OPENS WEDNESDAY, DECEMBER 26

\$20,000 PALOS VERDES HANDICAP

Gates Open 11 a.m. First Race 1 p.m.

12,000 Unreserved Grandstand Seats

Reserved Seats Available to early arrivals on All Race Days. On sale at Track Daily and for one week in Advance

SANTA ANITA'S RICHEST PROGRAM

\$3,275,000 (est.) for 38 stakes • 407 Purse

-Featuring-

\$135,000-Guaranteed SANTA ANITA HANDICAP—Feb. 23

\$170,000 (est.) SANTA ANITA MATURITY—Jan. 26

-With \$20,000 San Carlos Handicap-

\$100,000-added SANTA ANITA DERBY—Mar. 2

-With \$25,000 Camino Real 'Cap on Turf Course-

\$100,000-added SAN JUAN CAPISTRANO 'CAP—Mar. 9

-About 1 3/4 miles on Turf Course-

\$70,000 (est.) BREEDERS CHAMPION STAKES—Feb. 2

-With \$25,000 San Marcos 'Cap on Turf Course-

\$50,000-added SAN ANTONIO HANDICAP—Feb. 9

\$50,000-added SANTA MARGARITA HANDICAP—Feb. 16

With \$25,000 San Felipe Handicap-

NEW YEAR HOLIDAY DOUBLE ATTRACTIONS

Saturday, Dec. 29—\$25,000 Breeders Trial

\$25,000 Malibu Sequet

(No Racing, Monday, Dec. 31)

Tuesday, Jan. 1— **\$20,000 Las Flores**

\$25,000 San Gabriel

-First of seven stakes on Turf Course-

Los Angeles Turf Club, Inc.

SANTA ANITA PARK • ARCADIA • CALIFORNIA
RYan 1-7401 Hillcrest 7-2171

BACK THE ATTACK on Traffic Accidents



"Henry says it's safer to wear something white when you walk at night, and that old costume was all he could find."

NATIONAL SAFETY COUNCIL

Noel



May the
spirit of the
first Christmas
shine brightly
'n your heart.

Verna's Cafe
1874 Bacon Street
Ocean Beach



With sincere appre-
ciation of your patronage
and friendship, we are
happy to wish you every
joy of the Holiday Season.

**OCEAN BEACH
BAKE SHOP**
4857 Newport
AC-2-5043

From all of us to all of you...our very best wishes for the
happiest holidays ever! And along with our greetings, we'd like
to send our sincerest thanks for your patronage and good will.
You've helped make this past year a fine one for us, and it's
been a real pleasure to serve you. Here's hoping you have a
wonderful time during the Yuletide season and in the year to come.

Peninsula News
CARRIER BOYS
STAFF MEMBERS and MANAGEMENT

TAPE RECORDER REMEMBERS...

The Sounds of Christmas



Courtesy Ekolope Recorder

All those happy holiday sounds that neither mind nor photographs will recall can be deposited in a treasury of family memories by using a tape recorder. An unusual gift that will serve the family in a thousand ways during the year, this versatile machine can be used to record the expressions of pleasure and delight at gift-giving time. It will record the greetings and conversations of all those gathered together again in the family circle as well as tape messages to those unable to return home for the holidays.

WE SPECIALIZE IN CAREFUL LUBRICATION

Myers & Stuart Mobile Service

INDEPENDENT DEALERS

— We Give S & H Green Stamps —

Newport at Cable

Telephone AC-3-7008

JO'S FLOWER SHOP

4728 VOLTAIRE Phone AC-3-3306 Day or Night
CITY WIDE FREE DELIVERY SERVICE
S & H GREEN STAMPS
Phone and Charge It. EDITH BARRON

Yule Seal Returns Pass \$90,000

Christmas Seal returns in San Diego County this week passed the \$90,000 mark, according to Mrs. Bruce R. Hazard, chairman of the 1956 campaign, who announced at the same time that the county Tuberculosis Association is completing the mailing of 90,000 reminders to residents who have not yet answered their Christmas Seal letters.

Mrs. Hazard said that the 1956 drive is keeping pace with last year's campaign, which raised a total of \$140,000 for the battle against tuberculosis.

With volunteer workers helping prepare them for the mails, the reminders note that "we depend entirely on Christmas Seal funds for our year-round life-saving work of education, case finding, rehabilitation and re-

search." Mrs. Hazard pointed out that this, the nation's 50th annual Christmas Seal campaign, is the largest drive in the history of the San Diego County Association. Christmas Seals were mailed to more than 217,000 homes in the county, she said.

She urged the public to support the continuing battle against TB by buying and using Christmas Seals.

Nearly fourteen thousand more cars entered California during October 1956 than did during October 1955, reports the National Automobile Club. The total number of cars that entered during October of this year was 317,083.

out the National Automobile Club, will generate more than half a billion dollars in United States income taxes this year and more than a quarter of a billion dollars in other federal, state, and local taxes.

Don't be a traffic weaver, advises the National Automobile Club. Weaving from lane to lane on a busy highway you may gain a few minutes in traveling time. You may also lose your life.

Ninety-two per cent of the cars bought new in the United States are covered by fire and theft insurance, according to the National Automobile Club.

Snow season will soon be in full swing again so don't drive into our mountain areas without the proper tire chains. advises the National Automobile Club.

into our mountain areas without the proper tire chains. advises the National Automobile Club.

Ocean Beach First Baptist Church

SUNSET CLIFFS & SANTA MONICA AVE.

REVEREND ALLEN NEWMAN, MINISTER

9:45 a. m. — Bible School.

8:30 and 11 a. m. — Morning Worship.

6:30 p. m. — Training Union.

7:30 p. m. — Evening Worship.

Prayer and Bible Study Wednesday, 7:30 p. m.

Big Ocean's

UNFINISHED FURNITURE

—and—

FIREWOOD

OAK, EUCALYPTUS AND KINDLING

3338 Midway

ACademy 2-9815

OUR MENU IS A GUIDE TO SUPERB AUTHENTIC

MEXICAN DISHES

Served in the True Atmosphere of Old Mexico

SPECIAL LUNCHES
SERVED DAILY
CONSUELO'Sin the
LA PLAZA SHOPPING CENTER11 to 8 Daily — 12 to 9 Sunday — Closed Tuesday
1852 BACON ST. AC-3-9512 OCEAN BEACH

Just a friendly
greeting to thank all
our kind friends and patrons and
to wish them the very merriest of holidays.

Newport Pastry Shop

4953 Newport

Ocean Beach

A Christmas Idea!
Pinatas . . . 3.00

Open Sunday, Dec. 23

NATI'S MEXICAN IMPORTS

1864 1/2 Bacon St.

La Plaza Shopping Center

Open Evenings Til 9

SEASON'S GREETINGS



We sincerely hope that joy and peace may be yours
at Christmas and through all the days of the New Year.

BEARDSLEY FUNERAL HOME

1818 Sunset Cliffs Blvd. Ocean Beach AC-3-8100

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of the Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right. (Line does not necessarily have to rhyme.)
3. Write your line along the same theme as the words compiled. Bring or mail to the Peninsula News office.
4. The Peninsula News will have your entry impartially judged and awarded a Credit Certificate worth \$12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 5 p.m. Mondays. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

Booster Slogan Contest

\$312.00

IN MERCHANDISE AND SERVICE

WITH THE SPONSORING ADVERTISER OF YOUR CHOICE

Print or Plainly Write the Hidden "BOOSTER SLOGAN" Here:

Write Your Line Here

Name..... Phone.....

Address..... Occupation.....
Bring or mail this coupon or duplicate on plain paper or post card to the Peninsula News, 1920 Bacon Street, San Diego 7, California. A \$12.00 certificate will be awarded best judged entry.

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

The Peninsula News will award each week for the next 26 weeks a credit certificate worth \$12.00 to each eligible winning contestant—redeemable at any of the sponsoring advertisers whose ad is found listed on this page.

"ENJOY THE FRUITS OF LOCAL HARVEST"

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word — combine them and you have our slogan for this week — Write a brief paraphrase along the same theme as the slogan — it does not necessarily have to rhyme but must always lead to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best,
Get Shopping Done with Time to Rest."

Copyright 1956 W. J. Rankin

LAST WEEK'S WINNER:

MRS. JOE YESKO

3507 Victory St.

"To keep shopping from being a tedious worry;
Shop at home where you don't have to hurry."

USE THIS RELIABLE DIRECTORY AND PATR ONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

AUTO UPHOLSTERY

OCEAN BEACH AUTO TRIM SHOP

SEAT COVERS \$13.95 up Ins.
AUTO TOPS, \$29.95 Ins.
TRANSPARENT COVERS,
\$19.95 up.
4842 Newport AC-3-9797

BAKERIES

NEWPORT PASTRY SHOP

We will be open
the day before
Christmas,
Monday, Dec. 24th
4953 Newport AC-3-3556

BEAUTY SALONS

the COIF

Remember to put your best
beauty forward with your hair
cut styled just-for-you!
1424 Sunset Cliffs AC-3-5523

ELIZABETH'S HAIR STYLING

"A TOUCH OF GENIUS"
ELIZABETH
EUNICE
ELOISE
4030 Wabaska Dr. (off Voltaire)
New Phone No. AC-2-7781

JOSEPH'S HAIR STYLING

HAIR CUTTING
PERMANENT WAVING
TINTING
"Individual Hair Designing"
1176 Rosecrans (Point Loma)
AC-3-1801

PAULINE'S BEAUTY SALON

HAIR STYLING
PERMANENT WAVING
TINTING
PERSONALIZED HAIRCUTS
Special on all Permans
Mondays and Tuesdays.
5005 Niagara AC-2-8687

CAFE

LOMA RESTAURANT

Popular Downtown Ocean
Beach Eating Place
SPECIALIZING IN SPENCER
& SIZZLING STEAKS
Merchants Lunch — Dinners
4853 Newport AC-2-2548
(Next to post office)

MARTHA'S CAFE AND FOUNTAIN

"DELICIOUS HOME
COOKED MEALS"
Luncheon and dinners—Home
Made Pies — Carnation Hand
Packed Ice Cream.
2218 Cable

NINA'S CAFE

"JUST GOOD HOME
COOKED FOOD"
Open 5 A.M., Close 7 P.M.
Closed Sundays
4855 Voltaire AC-3-1385

CHILDREN'S WEAR

MARY MONROE
Specialty Shop for
Boys and Girls Wear
Weekend Special
Boys and Girls Planel Pajamas
Stuffed Animal Included
Size 3-12, 3.99 value for \$2.99
4996 Newport AC-2-7110

TOTS AND TEENS

FINE QUALITY CLOTHING
Infants thru Sub-teens
Boys — Girls
4683 Pt. Loma Ave. AC-2-5009

CLEANERS

OCEAN BEACH CLEANERS
Pressing while you wait.
4 Hour SPECIAL SERVICE
4852 Voltaire St. AC-3-1573

COCKTAIL LOUNGE

PACIFIC SHORES

THE PENINSULA'S FINEST
COCKTAIL LOUNGE with the
pleasant atmosphere you can
enjoy. Hors D'Oeuvres Served
4 to 6 p.m.
4927 Newport AC-3-7549

CURTAINS & DRAPERIES

JONIAUX CURTAINS

DRAPERIES
READY MADE
CURTAINS — BEDSPREADS
RODS — DRAPERIES
SHADES — VENETIAN
BLINDS — ACCESSORIES
CUSTOM MADE DRAPERIES
and SLIP COVERS
1851 Bacon AC-3-5465

ELECTRIC CONTRACTOR

SCOTCH ELECTRIC

MAINTENANCE — REPAIR
CONTRACTING
"Serving the Peninsula Area"
3020 Midway Dr. AC-3-8101

C. O. CARL AND SONS

WIRING — FIXTURES
REPAIRING
Quality work our Specialty
32 years servicing the Penin-
sula area.
2223 Bacon AC-3-1919

FURNITURE NEW & USED

BACON STREET FURNITURE

Complete Selection
of new & used
Furniture, Television,
Appliances, Lamps
—Upholstering—
1884 Bacon AC-3-5071 4902 Newport AC-3-8201

GARAGES & SERVICE STATIONS

BOECHE'S SERVICE

MOTOR OVERHAUL
Brakes Relined — Welding
Hydraulic a Specialty
MOBILE SERVICE
4605 Voltaire AC-3-1447

H. E. MOORE

Complete Car Servicing
Serving Pt. Loma Area since
1923. "We are as near as your
phone"
S & H GREEN STAMPS
2918 Lytto. (Loma Portal)
AC-3-5331

GIFTS — UNIQUE IMPORTS

VERN'S IMPORTS

Native Hand Crafted Giftwares
from Many Lands.
Featuring the Finest From
Guatemala
1862 Bacon AC-2-4125
(La Plaza Shopping Center)

HARDWARE

SCHOEN'S HARDWARE

HOUSEWARES — GIFTS
TOYS
4827 Newport AC-2-8091

OCEAN BEACH PAINT & HARDWARE

"The Old Fashioned
Hardware Store"
Free Delivery
1926 Bacon AC-3-3083

ICE CREAM

KORNER MALT

OUR OWN ICE CREAM
Hand Packed Ready Packed
NOVELTY CHRISTMAS
CANDY GIFT PACKS
CHRISTMAS CANDY CANES
From 5c
4902 Newport AC-3-8201

INSURANCE

Jos. L. RICHARDSON Co.

Complete INSURANCE Service
1859 Cable AC-3-3679
shopping
LADIES' READY-TO-WEAR

MODE O'DAY

Dacron, Crepe, Wool Jersey
Blouses — 3/4 and Short Sleeves
4971 Newport AC-2-4363

LAUNDRY & DRY CLEANING

PACIFIC SERVICES

LAUNDRY & DRY CLEANING
4-Hr. Service
Expert Alterations
Quality Shoe Repair
1910 Rosecrans AC-2-6060
(Near Gate 6 NTC)

MARKETS

PESKIN'S SUPERETTE MARKET

Your Friendly Neighborhood
Grocer
COMPLETE
MARKET SERVICE
Finest Quality Meats, Lowest
Prices — Frozen Foods House-
hold Necessities — Magazines
4705 Pt. Loma Ave, Corner Ebers

MEN'S STORE

ART'S STORE FOR MEN

Visit our Newly Enlarged Store
Complete lines of Quality Men's
Wear. OUR PRICES WILL
PLEASE.
4920 Newport AC-3-8408

MOVING & STORAGE

B & K TRANSFER & STORAGE

Local and Long Distance Moving
STORAGE PACKING
SHIPPING CRATING
"Fast Careful Service For
Those Who Care"
1930 Bacon AC-3-9008
Phone Anytime

NURSERY

BLUE PACIFIC NURSERY

Serving the entire Beach Area.
Garden Tools Shrubs
Shrubs — Fertilizer — Insecticides
Licensed Landscaping Services
We Give Action Stamps.
Free Delivery
4850 Newport AC-2-1151

PLUMBING

DAY AND NIGHT PLUMBERS

PLUMBING HEATING
REPAIRS DISPOSALS
AUTOMATIC WATER
HEATERS
3006 Barnett (Loma Portal)
AC-3-8198

DUDLEY PLUMBING & HARDWARE

24-HR. PLUMBING REPAIR
SERVICE
Boysen Color Paints
Do It Yourself Headquarters
Or we will do it for you.
5029 Newport AC-3-3154

MICHAEL DE STOUT

REPAIRS AND REMODELING
Serving Pt. Loma, Loma Portal,
Ocean Beach
Residential Commercial
Industrial
Free Estimates
2801 Carleton St. (Pt. Loma)
AC-3-1657

RESTAURANTS

VILLANO'S PIZZA PALACE

and COCKTAIL LOUNGE
"The Original from Naples, Italy"
Pizza Ravioli Spaghetti Steaks
Catering to Parties in our
Banquet Room.
FOOD TO GO!
1956 Bacon St. Phone AC-3-3313

question

WILEY'S

GOOD FOOD
DRAUGHT BEER
5023 Newport Ave. AC-3-9371

SELF SERVICE LAUNDRY

OCEAN BEACH LAUDROMAT

Let us Wash those
• SHAG RUGS
• PILLOWS
• COMFORTS
We give Faded Spreads and
Rugs a New Look with Coldye.
1877 Cable St. AC-3-1165
Across from Safeway

OCEAN BEACH SELF SERVICE

CAREFUL DRY CLEANING
& FINISH LAUNDRY
Expert Dyeing of
Coldye Basic Shades
Rugs Washed, Dried and Dyed
Any Size.
1959 Abbott AC-3-0681

SEWING CENTER

BROTHER'S

SEWING & KNITTING CENTER
REPAIRS SALES — RENTALS
All Machines
Budget Terms — Budget Prices!
New Machines as low as \$9.95
Free Home Demonstration!
1911 Cable St. AC-3-5253

SHOE REPAIR

WOOD'S SHOE SERVICE

Invisible Soling
Orthopedic Work Our Specialty
We Give Action Stamps
4979 Newport AC-2-0165

TELEVISION & APPLIANCES

BAY TV

SALES SERVICE RENTALS
5 Tube Packard Bell Radio
Ebony, \$12.95. Open Evenings.
4824 Newport AC-2-8447

TELEVISION SALES & SERVICE

BOB HORN TELEVISION

Now at our attractive new
location
SEE THE HOFFMAN
PORTABLE \$129.95
Pt. Loma's Largest and most
complete Sales and Service.
1865 Sunset Cliffs Blvd.
AC-3-7139

TELEVISION SERVICE

ACADEMY TV

Open 12 to 9 p.m. daily.
SERVICE FOR ALL MAKES
TELEVISION HOME & AUTO
RADIO. No extra charge for
evening or Sunday service.
4145 Voltaire AC-3-6046

TELEVISION SALES & SERVICE

BOB HORN TELEVISION

Now at our attractive new
location
SEE THE HOFFMAN
PORTABLE \$129.95
Pt. Loma's Largest and most
complete Sales and Service.
1865 Sunset Cliffs Blvd.
AC-3-7139

TELEVISION SERVICE

ACADEMY TV

Open 12 to 9 p.m. daily.
SERVICE FOR ALL MAKES
TELEVISION HOME & AUTO
RADIO. No extra charge for
evening or Sunday service.
4145 Voltaire AC-3-6046

AMERICAN TEL-E-RAY LABS

CONVENIENT DOWNTOWN
OCEAN BEACH REPAIR SER-
VICE PROMPT DEPEND-
ABLE SERVICE ALL MAKES
1859 Bacon AC-3-9951

VARIETY STORE

HOMER'S VARIETY

Parking in rear of store
SELF SERVICE
Use back door until 5:30 p.m.
4871 Newport

home

WELDING

B & G WELDING WORKS

PORTABLE SERVICE & SHOP
AUTOMOTIVE & GENERAL
4286 Midway Drive AC-3-1649
1/4 mile north Midway Drive Inn

WATER SOFTENERS

BRUNER WATER SOFTENERS

Complete Line
Priced from \$199.00
Manuals to fully automatic.
Engineering that's years ahead.
DUDLEY'S PLUMBING &
HARDWARE
5029 Newport AC-3-7468

5-A-H

1 BED

duplex
Child o
\$95-1
carpe
50931

CLASSIFIED

ADS

BRING

QUICK

RESULTS

PHONE

AC 3-3156

Legal Notices

NOTICE TO CREDITORS
No. 8748
ESTATE OF ALBERT BRUCE HENRY,
also known as ALBERT BRUCE
HENRY, deceased.
Notice is hereby given by A. E.
GALLAGHER as the Administrator of
the above entitled estate, to the cred-
itors of, and all persons having claims
against the said decedent, that within
six months after the first publication
of this notice, they either file them with
the necessary vouchers in the office of
the Clerk of the Superior Court of the
State of California, in and for the
County of San Diego, or present them
with the necessary vouchers to the said
Administrator at his place of
business, 322 Congress St., San Diego
10, California.
A. E. GALLAGHER,
Administrator of the Estate
of the above named decedent.
JAMES DON KELLER,
District Attorney and County Counsel.
By DUANE J. CARNES, Deputy.
Attorneys for said Administrator.
Published in the Peninsula News Dec.
13, 20, 27, 1956; Jan. 3, 1957.

SAVE

AS YOU SPEND
SHOP WHERE YOU GET
2x GREEN STAMPS

OCEAN BEACH

LOWNES' DEPT. STORE
4960 Newport.
AC-2-8688

LOMA PORTAL

V. E. MOORE GARAGE &
SERVICE STATION
2918 Lytton St.
AC-3-5321

1-Homes For Sale



And here's a picture of that
new HOUSE L. Van Stelle Real-
tor, 2304 Sunset Cliffs Boul-
vard, found for me.

5-Rentals

WELCOME FRIENDS
TO THE
DEL WOOD APT. MOTEL
A Satisfied Guest is our first
Consideration.
Studio Apts. Day, Week or Month
AC-2-1909 2104 Bacon St.
San Diego 7, Calif.

5-A-Houses, Furn., Unfurn

1 BEDROOM UNFURNISHED
duplex, \$65. Pacific Beach.
Child ok. AC-3-8868.
\$95-1 Bedroom. New furniture,
carpets. Weekly, monthly rates.
5093 1/2 Narragansett.

5-E-Rooms

PT. LOMA: SINGLE or double
room. Business people. Phone
AC-3-1026.

5-G-Misc. Rentals

DO IT YOURSELF
Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows,
ever - Weed Cutters, Power
Lawn Mowers, Lawn Renovators,
Auto Tillers, Garden Tractor
with Dozer and Plow, Sanders,
Misc. portable electric tools.
Trailers Elect. Hedge Shear
1856 Santa Monica AC-3-8324

AUSTIN'S

1856 Santa Monica AC-3-8324

8-Contractors, Builders

REMODELING & ROOM ADDITIONS

Let us assist you in your
planning and financing.
FREE ESTIMATES & ADVICE

SAN DIEGO

HOME IMPROVEMENT CO.

4837 Voltaire
Day AC-3-1914 Nite AC-3-8849

WE BUILD ON YOUR LOT

CHAFFIN'S General Contractors
4149 Midway Dr. AC-2-7903

WALLS, FIREPLACES, PATIOS
BARBECUES, DRAINS, CAR-
PENTRY, PLASTERING, A.
SIMAS. FREE ESTIMATES.
AC-2-6717.

9-Painting & Decorating

ROBBIE'S

Painting & Paperhanging
Contractors

FREE ESTIMATES

1885 Froude Street
Call AC-2-6181 or AC-2-2034
after 4 p.m. or all day weekends

10-Landscaping

Andy's

LAWN MAINTENANCE

Gardening Service, Tree Service
Expert Lawn Renovation
Free Estimate
AC-3-5358

13-Schools, Instruction

MUSIC INSTRUCTION

On Clarinet, Saxophone, Flute,
Beginners or advanced, \$1.50. My
home Mr. Franzman, AC-2-4594

PIANO LESSONS, MY HOME

AC-2-5026.

ACCORDION LESSONS: Private,

in home. Band lessons and pub-
lic appearances. 10 week intro-
ductory offer (includes accom-
paniment). Donald Gonsalves, Phone
AC-2-4223.

14-Personals

MARSHA, meet me at the Begin-

ners' Square Dance Class at
Ocean Beach School Auditorium
any Wednesday, 8 to 10 p.m., un-
til Jan. 2. Here's our chance to
have fun. John.

A TOGETHERNESS IN

HELPING ONE ANOTHER

Your donations of no longer used
clothing, shoes, toys, books, and
furniture provide jobs in a shel-
tered workshop for the handi-
capped and needy.

GOODWILL INDUSTRIES

402 5th Ave. BE-3-5157
24 Hr. Telephone Service
Myron Insko, Exec. Director

NOCTON'S are serving beer with

their barbecues. 4996 W. Pt.
Loma. AC-2-1441.

15-Services Offered

LAWN MOWERS

SHARPENED

hand or power by factory ap-
proved methods. Satisfaction
guaranteed.
Saws, Shears, Hand tools
Pick-Up and Delivery

AUSTIN'S

4856 Santa Monica AC-3-8324

WINDOW SHADES

Repaired - Replaced
Bring in your old
rollers and save.

SHAW'S FURNITURE

4051 Voltaire AC-3-3639

5022 Santa Monica AC-3-7743

Ocean Beach

CARPET SHOP

Installation - Binding - Repairs
FREE PICK UP & DELIVERY

LANDSCAPE GARDENING

EXPERT PRUNING
YARD CLEAN UP
HAULING

BEN M. STONE

AC-3-7668 AC-3-9477

MURCELL RUG FARM, Used

Rugs & Carpeting, wall-to-wall
carpet, cleaning, modern latest
equipment. Sewing & binding.
9x12 Cleaned \$6.00. 4234 Vol-
taire, AC-3-9877.

15-Services Offered

IRONING, my home. Day house
cleaning. 5033 Newport, rear
Newport Cleaners. AC-3-6706.

CARPENTRY. Small remodel-
ing, Home repairs, by hour or
day. Phone AC-2-2305.

WINDOW CLEANING

JANITORIAL SERVICES

Residential, Commercial. Also
floor waxing. Call Tony AC-3-8314
or AC-3-9635.

LAWN MAINTENANCE

Clean-up, hauling. Call Larry
AC-2-2581, AC-3-1105.

CABINETS - Furniture, store

fixtures, displays manufact-
ured. Bank financing. AC-3-1592.

PIANOS & ORGANS TUNED and

repaired. Smith, AC-2-8379,
4869 Santa Monica.

TYPEWRITERS

ADDING MACHINES

Buy for less. Discount to Service
Men. Rentals, Repair, Sales.
30 years experience.

Beach

Typewriter Co.

5035 Newport AC-2-7133
Ocean Beach

IRONING or Baby Sitting, my

home or yours. Reasonable
AC-2-2317.

MOTHER, CHILD CARE, ALSO

while you are in hospital with
baby. AC-2-7803.

CARPENTER JOURNEYMAN,

Particular work for particular
people. Roy Bonham, AC-3-7331

MIMEOGRAPHING

Distinctive Work.
IBM Electric Typewriter.
Telephone Answering Service
LELA LAYNE
1051 Rosecrans AC-3-3719

FIREPLACES & BLOCK WALLS

Chain link and Redwood fences.
AC-2-2794.

MAN OF ALL WORK will help

you eves. and Saturdays.
AC-3-5790.

TYPING-DICTATION by phone.

Free pick up and delivery.
AC-2-0035.

TAILORING, RESTYLING, AL-

TERATIONS. "Lili". AC-3-6483,
or AC-3-1325.

WILDA'S

DRESSMAKING-ALTERATIONS

1844 Bacon St. AC-3-0220

CARPENTRY, Repairs, remod-

eling, gardening, maintenance
References. AC-3-1704.

CERAMIC TILE WORK. Remod-

eling of all types. Melvin Rus-
sell. AC-2-2652.

ROOFING, Painting, Floor tile,

and What have you! AC-2-2263.

ALTERATIONS, BLANKET

BINDING, LULU, AC-2-8097.

COCKTAIL LUNCHEONS

WEBB'S
Dancing
1921 Bacon St. AC-3-9245

FLORISTS

JO'S FLOWER SHOP
4728 Voltaire AC-3-3306

FUNERAL HOME

BEARDSLEY FUNERAL
HOME
1818 Sunset Cliffs AC-3-8100

JEWELERS

The Biggest Little Jeweler
in Ocean Beach
C. L. DERSCH
JEWELER and WATCHMAKER
4952 Newport Ave. Ocean Beach
All Work Done in our Shop!
AC-2-0215

SMITH & SONS JEWELERS

4631 Newport AC-3-0718

YOUR MONEY

BACK IF YOU ARE NOT COM-
PLETELY SATISFIED WITH
ANY PURCHASE OR REPAIR
SERVICE.

CREDIT

JEWELERS

4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

LUMBER

POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

INCOME TAX

Your Home
AC-3-9656

MOVING & STORAGE

OCEAN BEACH TRANSFER
MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

NOTARIES

SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES

BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

SCHOOLS

Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica AC-2-2314

15-Services Offered

PLAYHOUSE

NURSERY SCHOOL

6:45 to 5:30 Ages 2 to 6
Preschool and kindergarten-
Hot Lunches

4678 Santa Monica AC-2-8418

PT. LOMA PLAY SCHOOL

2 thru 6 yrs.
2909 Keats (near DeFalco's)
AC-2-9111

SCHOOLS-Academic

Nursery To 9th Grade
WARREN WALKER SCHOOL
4605 Pt. Loma Ave.
AC-3-3663

SERVICE STATIONS

BILL'S MOBILGAS SERVICE
Corner Point Loma Ave.
and Sunset Cliffs, AC-2-4422
5 can ride for price of 1
5049 Newport

WATER SOFTENERS,

Sales & Service

DUDLEY PLUMBING

4950 Voltaire AC-3-7468

TAXI SERVICE

A.B.C. CAB CO. AC-3-8322
2-Way Radios Oper 24 hrs
Low, Low Rates Go Anywhere

17-Child Care

CHILD CARE my home. Any
age. AC-3-5104.

BABY SITTING, my home, while

you Christmas shop, or full
time. AC-3-7573.

OCEAN BEACH VICINITY.

Have own car. Elderly lady.
AC-3-1378, 4375 Coronado.

18-A-Help Wanted

BOYS, TO DELIVER PENIN-

SULA NEWS, ROSECRANS
& TALBOT AREA EACH
THURSDAY. AC-3-3156.

19-Help Wanted, Female

DEPARTMENT OF

EMPLOYMENT

Openings for Women:
Industrial Office
761 Columbia

Factory Sewing Machine
Operators

Commercial Office
1730 Kettner

Saleswomen for Ladies Ready
to Wear

Saleswomen for Millinery

Stenographers and Typists

Graduate Social Workers

COLLECTION CLERK, typist.

Will train. AC-3-9610.

HOUSEKEEPER, TO LIVE IN,

for congenial family with work-
ing mother, girls 3 and 6. Refer-
ences. GL-4-6176 before 5:30.

CHURCH SECRETARY, part

time, for Protestant church in
Point Loma, 4 hours daily. Of-
fice hours by arrangement. Box B-1,
Peninsula News.

20-Help Wanted, Male

BOYS 10 TO 15, sell Los Angeles
Examiner weekends. Ocean
Beach-Pt. Loma areas. AC-2-6632
after 5 p.m.

DEPARTMENT OF

EMPLOYMENT

Openings for Men
Industrial Office
761 Columbia

We have many openings for
young men with mechanical
experience, as air craft train-
ees.

A Joyous Christmas to All



As the wise men followed a guiding star to the place where He was born, may our hearts turn to Him this Christmas, with love and adoration. As we hear again the blessed story of His birth, may we experience anew all the joys of that first Christmas, long ago. May the spiritual inspiration of the day abide with us through all our years. And may the Star of Bethlehem light the way to "Peace on Earth, Good Will Toward Men." These Christmas wishes we share with you, in the true spirit of this Holy Season.



NOEL FURNITURE

4863 Newport Ave.

Ocean Beach

AC-3-3163

